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United Jewish Appeal, United Palestine Appeal, United Jewish
Appeal minutes, 1941-1942.

R E P O R T

TO THE EXECUTIVE COMMITTEE OF THE UNITED JEWISH APPEAL

AT A MEETING ON MONDAY, JUNE 30, 1941

AT THE UNITED JEWISH APPEAL OFFICE

342 MADISON AVENUE, NEW YORK CITY

F r o m

ISIDOR COONS and HENRY MONTOR, EXECUTIVE VICE-CHAIRMEN

STATUS OF 1941 UNITED JEWISH APPEAL

Based on the experience of previous years, it is possible to estimate with a high degree of accuracy from the results in the Spring phase of the national campaign for 1941 what the total amount to be raised for the full year will be. Providing the situations abroad and at home permit of continued community fund-raising for this cause during the remainder of the year, we estimate most conservatively at this time that the gross amount to be raised for the year 1941 will be not less than \$13,000,000. As of June 26, there has been officially reported as raised \$8,632,294 against which there has been received in cash at national headquarters \$3,017,211. When the Spring phase is terminated and all reports received, it is anticipated that the gross amount pledged will total \$11,250,000.* This will represent approximately 85% of the total amount to be secured for the entire year of 1941.

In the Spring phase approximately 2,480 communities will have participated through 680 local campaigns, a coverage of approximately 380 more community units and 30 more local campaigns than in the Spring of 1940.

The index for results in a nationwide appeal of the type of the United Jewish Appeal must be found in the income made available through local campaigns in metropolitan communities. This year has been no exception. Excluding New York City on which we comment separately, the principal cities holding Spring campaigns will give the United Jewish Appeal somewhat less in the aggregate than in 1940. Although we have received official allotments from only Chicago and Baltimore, we have been very close to the officers of the campaigns in other major cities and we can, we believe, quite closely estimate the minimum amounts which the United Jewish Appeal will receive from each. Herewith is our tabulation:

* This includes an estimated amount of \$4,250,000 for New York City and a total of \$7,000,000 for the rest of the country. In order to be conservative in estimating the net cash to be received on account of these gross pledges, we allow in our figuring a sum of approximately \$1,250,000 to cover local campaign expenses and shrinkage in collections, and of this amount, based on past experience, 1/4 is for the country as a whole and 3/4 for New York City.

<u>COMMUNITY</u>	<u>1 9 4 1 ALLOTMENT</u>	<u>1 9 4 0 ALLOTMENT</u>
Los Angeles	\$ 300,000 *	\$ 300,000
San Francisco	325,000 *	350,000
Chicago	900,000	1,000,000
Baltimore	300,000	260,000
Detroit	412,000 *	350,000
St. Louis	270,000 *	321,600
Newark	120,000 *	116,500
Pittsburgh	190,000 *	150,000
Cleveland	450,000 *	475,000
	<hr/>	<hr/>
	\$ 3,267,000	\$ 3,323,100

* minimum estimate

As of June 26, the New York City campaign has reported \$4,149,869 gross raised. We are advised that if the large gifts in New York City had held up to the 1939 or even the 1940 level, the total would be much higher. It is reported that in the Trades and Borough Divisions of the New York City campaign the level of giving has been sustained. While the officers of the New York City appeal anticipate that the campaign may gross approximately as much as last year, it is evident that the net will be lower as the expenses due to the division among the three agencies in the beginning of the year and the assumption of certain obligations derived from that division will total much more than in 1940.

Trends observed during the 1940 campaign are being sustained this year. It should be recalled that in 1939 there was pledged to the newly created United Jewish Appeal a gross total in excess of \$16,000,000, representing at least twice as much as the aggregate amounts raised by the Joint Distribution Committee, the United Palestine Appeal and the National Refugee Service respectively in 1938.

While a diligent effort was made in 1940 and is again being made this year to raise larger amounts for the United Jewish Appeal than in 1939, we most note with regret that we are falling far short of the mark.

A review of the first half year of the 1941 United Jewish Appeal reveals results that are greater than were first anticipated, even though not commensurate with the increases which it was hoped would be made available as a result of the increased quota.

In a majority of instances, communities conducting Spring campaigns raised larger sums than in 1940. It is now the effort of the United Jewish Appeal representatives to obtain a proportionate share of the increased generosity, or at least to hold the allotment from the community to the amount voted in 1940. Considering the substantial reductions anticipated or known in several of the major communities, like New York, Chicago, St. Louis, Cleveland, etc., it should be a source of some satisfaction that the country as a whole was able to sustain the record of giving to the United Jewish Appeal to a larger degree than had been anticipated by the agencies in the United Jewish Appeal prior to the launching of the campaign.

In 1941 business everywhere is admittedly brisk and few communities indeed are not enjoying some benefit from the tremendous expansion in defense industries, the establishment of training camps nearby, etc. Money is reported as plentiful and in the average community local relief necessities for all groups materially lessened. Nevertheless, we anticipate that the United Jewish Appeal will receive even less this year than in 1940. Why in view of the general situation does not the United Jewish Appeal receive as much as or more than in 1939? We find the answer in the metropolitan cities and in the contributions of the big givers. Cuts, many of them sharp cuts, have been made in the contributions of big givers in the metropolitan cities.

It seems to us that these larger cities, for one reason or another, established ceilings for community fund raising in 1939 and, for the most part, they have not only been unwilling to exceed these totals since, but in too many instances they have not reached those totals. For 1941 larger allotments for the United Jewish Appeal than in 1940 can be expected only from Detroit, Pittsburgh and Baltimore among the metropolitan cities and of these, only the allotment from Detroit will exceed the 1939 level. From Los Angeles and Newark we can expect about the same allotments as in 1940 and from the other major cities conducting Spring campaigns we may receive less than in 1940. This comparison refers only to the major communities participating in the Spring campaign. (Philadelphia, Boston and Cincinnati will conduct their campaigns in the Fall). Deficits created in these metropolitan city allotments to the United Jewish Appeal cannot be made up even with noteworthy increases in funds raised and allotments given to the United Jewish Appeal by a large number of medium size and small communities throughout the country.

A significant trend is discernible, however, in the medium and smaller communities where, in contrast to the metropolitan cities, the bigger givers responded with unprecedented generosity and by the notable increases in their individual gifts established new standards for their communities as a whole, thereby attaining the all time high for fund raising in many of the communities in these categories. Also in contrast to the action of the big givers in the metropolitan cities including New York City is the marked increase in contributions recorded among contributors of the so-called middle bracket. As we have stated, these increases cannot offset large deficits in the allotments from the principal cities, but the new trend in community giving may definitely be of importance and should be taken into consideration in future calculations for a national campaign of the United Jewish Appeal type.

The insistent and nationwide demand for a reconstituted United Jewish Appeal was not reflected in the community responses this Spring. Once the "mandate" was accepted by the J.D.C., the U.P.A. and the N.R.S., and the United Jewish Appeal reconstituted, communities seemed relieved and unexcitably undertook to raise funds through their annual campaigns. So far as we have been able to discern, there has been no reciprocal feeling of obligation on the part of the communities toward the United Jewish Appeal and certainly no evidence of sacrifice on the part of individuals or communities.

It is true, of course, that the members of the American Jewish communities assumed larger responsibilities for patriotic and general philanthropic causes this year than in recent previous years. As American citizens, Jewish leaders throughout the country were in the forefront in non-sectarian community campaigns for such efforts as the Red Cross, United Service Organization, Bundles for Britain, China Relief, etc. The position of the United States in world relationships at this time logically increases the sense of major obligation among all citizens for American considerations of primary importance. Jewish defense causes seeking community support were especially favored in a number of important cities, particularly in the South and Middlewest. Greatly increased contributions to these causes seemed to reflect the desires of the leaders in these sections to give more attention to the American scene.

Oddly enough, fewer questions were raised this year than in the past as to the ability of the beneficiaries of the United Jewish Appeal to carry on their respective programs. Perhaps it was our good fortune that practically all communities participating in the Spring phase of our 1941 campaign had completed their local fund-raising activities before our own Government froze Axis funds in this country; before the consulates of Axis powers had been closed here with the reciprocal closing of American consulates abroad, and before the Axis armies had so definitely menaced the Middle and Near East. Last year, it will be recalled, campaigns had been completed just at the time when Germany occupied France and the

Lowlands.

It is fair to say, we believe, that community fund-raising tends to be regarded in many cities as an annual event to be disposed of, without requiring the type of enthusiasm and emotional concern that formerly prevailed. Whether the improved form of community organization and direction is an adequate substitute for previously known zeal and devotion on the part of inspired leaders, voluntary workers and interested contributors is difficult to decide. Where the latter factors also obtain in the better organized campaigns, the results are gratifying and definitely invigorate the community as a whole. It may be that the purely mechanical trends and procedures in community fund-raising should be reviewed and revised lest the trend towards standardization offset the deeper community values and the more personal concern for the beneficiaries beyond the mere giving of minimum dollars in order that their programs can be measurably sustained.

CASH RECEIPTS AND DISBURSEMENTS

The rate of collections on pledges, as compared with 1940 for the same period, has been satisfactory. Thus, the cash received by the 1941 U.J.A. through June 26, 1941 totals...\$3,017,211. (\$1,617,211 nationally and \$1,400,000 from New York), as compared with ...\$3,838,105 for the same period in 1940. (\$1,773,105 nationally and \$2,065,000 from New York including funds sent direct to the N.R.S.).

Taking into account the changing situations abroad, the U.J.A. office has intensified its collection program so that the remittance of funds from the local communities may be accelerated at a pace that will anticipate emergency situations.

Of the cash received on account of 1941 pledges and allotments at national headquarters to date, disbursements have been made to the beneficiaries as follows:

Joint Distribution Committee.....	\$ 1,239,750
United Palestine Appeal.....	\$ 732,250
National Refugee Service.....	\$ 580,000

NATIONAL ADMINISTRATION EXPENSE

By virtue of the reconstituted United Jewish Appeal assuming a substantial proportion of the obligations incurred by the J.D.C., the U.P.A., and the N.R.S. respectively during the period of their independent campaigns - from January 1 to March 15 inclusive - the administration expense will be somewhat higher this year than in 1940 and in 1939. The cost assessed by national agreement to the United Jewish Appeal for these obligations from January 1 to March 15 totals \$162,000. The cost from March 16 to June 30, representing the period to date of the reconstituted United Jewish Appeal, amounts to approximately \$166,000, or a total expenditure from January 1 to June 30, 1941 to the national campaign of ~~\$328,000~~. As the administration expenses for the first half of the campaign year are customarily higher than during the latter half, it is estimated with fair accuracy that the total cost for the year 1941 will amount to \$532,000 in comparison with \$431,000 expended in 1940 and \$440,000 in 1939. We are separately presenting for the approval of this committee a budget of expenses for the period March 16 to December 31, 1941.

NATIONAL CAMPAIGN OFFICERS

Although we believe that all officers and members of the Executive Committee have previously received a complete roster, we attach a list hereto for your information and reference.

ALLOTMENT COMMITTEE

In accordance with the terms of the 1941 national agreement providing that an Allotment Committee be constituted in the same manner as in 1940, the following have been named as members by the J.D.C. and the U.P.A. respectively:

Representing the J.D.C. :

James H. Becker
Solomon Lowenstein

Alternates:

I. Edwin Goldwasser
Harold F. Linder

Representing the U.P.A. :

Charles J. Rosenbloom
Rabbi Abba Hillel Silver

Alternates:

Rabbi Israel Goldstein
Hon. Louis E. Levinthal

PERSONNEL RELATIONS

The representatives of the office management have effectuated arrangements satisfactory to those among our employees who are members of the United Office Professional Workers of America, Local 16, and to the management.

APPRECIATION

To a greater extent than in the past, the United Jewish Appeal this year has been able to enlist the voluntary services of men and women of national and regional prominence to represent the United Jewish Appeal as speakers at important campaign meetings. While we will not mention the names of our legion of friends in this report, we do wish to express here our sincere appreciation to the officers and members of the official families of the J.D.C., U.P.A. and N.R.S. respectively for their unfailing and ever generous cooperation. It is fitting also that we express our thanks to our associates and members of the United Jewish Appeal headquarters and field staffs for their earnest and loyal endeavors without which the results which we have been able to report as of this date would not have been possible. Merged as our respective staffs were through the reconstituted campaign, all worked together for the realization of the largest possible sum of money which we regard as the real objective of this national fund-raising effort.

1940 UNITED JEWISH APPEAL

Against total gross pledges of \$14,166,122 cash has been received at national headquarters in the amount of \$11,885,153. After allowing for local campaign expenses and estimated shrinkage in collections, there remains a collectible balance of approximately \$935,000, which we are making every effort to bring in as promptly as possible. Of the cash received to date, disbursements have been made as follows:

Joint Distribution Committee.....	\$5,370,000
United Palestine Appeal.....	\$2,560,000
National Refugee Service (from National)	\$2,500,000
(from N.Y.C.)	\$1,000,000
Distribution Committee.....	\$ 25,000
National Administration Expenses.....	\$ 410,350

1939 UNITED JEWISH APPEAL

Total cash has been received in the sum of \$15,073,251 against gross pledges of \$16,227,421. After allowance for local campaign expenses and uncollectibles, there remains a net outstanding balance of approximately \$175,000. Disbursements have been made as follows:

Joint Distribution Committee.....	\$7,845,666.67
United Palestine Appeal.....	\$3,922,833.33
National Coordinating Committee Fund, Inc.....	\$2,600,000.00
Catholics and Protestants.....	\$ 250,000.00
National Administration Expenses.....	\$ 441,187.86

6/26/41

MEMORANDUM RE NATIONAL ADMINISTRATION BUDGET OF THE
1941 UNITED JEWISH APPEAL

By virtue of the Joint Distribution Committee, United Palestine Appeal and National Refugee Service starting the year 1941 with independent campaigns and incurring separate expenses which have no basis for comparison with expenses incurred in the unified fund-raising of the 1939 and 1940 United Jewish Appeal or with the anticipated expenses for the period of the reconstituted 1941 U.J.A., it is not possible to present a budget for a twelve-month period in 1941. The attached budget, therefore, covers the actual period of the U.J.A. of 1941 since its reconstitution as of March 16, 1941 to December 31, 1941.

The attached itemized budget for the nine and a half-month period totals \$395,000. This is a gross figure covering all expenses involved for the national headquarters' payroll, field staff payroll, field representatives' expenses, Speakers' Bureau, Publicity Department, general office expenses and a reserve for contingencies, and includes work to be done in connection with collections for the 1939 and 1940 campaigns as well as the campaign and collection program for 1941.

As in previous years, it is recommended that a sum be deducted from the total 1941 budget to cover expenses in connection with collections of outstandings on past campaigns. As an allowance for these expenses during the first six months of 1941, the Executive Committee meeting on December 30, 1940 voted the sum of \$18,000. Out of this allowance approximately \$10,000 was expended during the two and a half-month period from January 1, 1941 to March 15, 1941, when these collections were carried on in a separate U.J.A. collection office. For the nine and a half-month period, it is recommended that in addition to the

sum of approximately \$8,000 remaining out of the original allotment a further allotment of \$17,000 be made. The total collection allowance would thereby be \$35,000, which is the same amount that was set aside out of the 1940 budget to cover 1939 collection expenses during the calendar year 1940. The adjustment, as a result of the allowance for collections, in the 1941 estimated budget of the U.J.A. for the nine and a half-month period, would reduce the total from \$395,000 to \$370,000.

The attached itemized budget indicates expenses incurred in the various categories for the 1940 campaign and the 1939 campaign. For the 1939 campaign the gross expenses total \$440,405.40. For 1940, if the recommended sum is added for collection expenses, the gross total will be \$431,111.83. For the nine and a half-month period of the 1941 U.J.A. the estimated expenses total \$370,000 to which there will undoubtedly be added collection expenses to be incurred during 1942.

The complete picture of expenses for the 1941 campaign beyond the estimated budget for the nine and a half-month period under consideration will include the sum of \$101,000 reimbursed to the Joint Distribution Committee and the National Refugee Service, and the sum of \$61,000 reimbursed to the United Palestine Appeal to cover the expenses which they incurred during the period January 1, 1941 to March 15, 1941, making a gross total of \$532,000 for the calendar year 1941.

JR:EG
6/27/41

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ESTIMATED BUDGET

1941 U.J.A.

March 16 - December 31, 1941

	1941 <u>Mar. 16-Dec. 31</u>	1940 <u>thru 3/15/41</u>	1939 <u>thru 1/31/40</u>
<u>PAYROLL</u>			
National	\$ 123,000.00	\$ 140,072.56	\$ 110,768.33
Fieldmen	95,000.00	101,688.92	104,162.96
<u>FIELDMENS EXPENSES</u>			
	75,000.00	81,555.40	76,262.13
<u>SPEAKERS BUREAU</u>			
	25,000.00	30,542.78	32,835.55
<u>PUBLICITY DEPARTMENT</u>			
	17,000.00	20,836.07	22,634.07
<u>GENERAL OFFICE</u>			
Rent	12,700.00	18,666.68	12,000.00
Postage	7,500.00	10,523.49	8,653.07
Mail Service	6,000.00	8,149.31	7,633.28
Telephone	5,000.00	6,026.12	5,760.41
Printing & Stationery	6,500.00	8,938.99	6,142.85
Telegrams	2,000.00	2,195.56	2,708.96
Furn. Fixt. etc.	1,000.00	1,784.35	4,687.50
Insurance	3,000.00	2,564.42	1,523.80
Auditing	2,000.00	1,999.92	1,666.66
Electric	500.00	777.91	787.66
Office Maintenance	800.00	1,114.69	1,183.10
Dinners, Banq. etc.	-	-	594.40
Misc.	1,000.00	1,177.41	2,026.94
Legal Expenses	1,000.00	1,172.37	538.92
Alloc. Comm. Exp.	-	-	969.56
Meeting Expenses	1,000.00	1,324.88	-
Purch. of Automobiles	-	-	1,865.25
<u>CONTINGENCIES</u>			
	10,000.00	-	-
<hr/>			
Total	\$ 395,000.00	\$ 441,111.83	\$405,405.40
Allow. for 1939 Coll.		- 35,000.00	+ 35,000.00
		<u>406,111.83</u>	
Allow. for 1940 Coll. - 25,000.00		+ 25,000.00	
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	\$ 370,000.00	\$ 431,111.83	\$ 440,405.40
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ESTIMATED BUDGET
1941 UNITED JEWISH APPEAL
MARCH 16 - DEC. 31, 1941

	1941 March 16-Dec. 31	1940 March 16-thru Mar. 15, 1941	1939 March 16 thru Jan. 31, 1940
<u>PAYROLL</u>			
National	\$ 123,000.00	\$ 112,491.95	\$ 89,897.72
Fieldmen	95,000.00	79,224.41	82,791.97
<u>FIELDMENS EXPENSES</u>	75,000.00	67,757.70	62,003.66
<u>SPEAKERS BUREAU</u>	25,000.00	27,793.91	27,143.83
<u>PUBLICITY DEPARTMENT</u>	17,000.00	18,360.28	18,187.49
<u>GENERAL OFFICE</u>			
Rent	12,700.00	14,166.68	10,500.00
Postage	7,500.00	7,219.14	6,408.77
Mail Service	6,000.00	6,113.78	4,899.66
Telephone	5,000.00	4,935.19	5,051.44
Printing & Stationery	6,500.00	6,938.59	4,207.68
Telegrams	2,000.00	2,026.00	2,501.91
Furniture, Fixtures, etc.	1,000.00	1,118.91	2,744.48
Insurance	3,000.00	1,652.63	1,503.36
Auditing	2,000.00	1,999.92	1,666.66
Electric	500.00	548.19	787.66
Office Maintenance	800.00	958.50	1,076.78
Dinners, Banquets, etc.	-	-	226.90
Miscellaneous	1,000.00	1,043.81	1,642.13
Legal Expenses	1,000.00	1,072.37	538.92
Alloc. Comm. Exp.	-	-	969.56
Meeting Expenses	1,000.00	1,213.75	-
Purchase of Autos	-	-	1,865.25
<u>CONTINGENCIES</u>	10,000.00	-	-
 TOTAL	 \$ 395,000.00	 \$ 356,635.71	 \$ 326,615.83
Allowance for 1939 Coll.		- 35,000.00	+ 35,000.00
Allowance for 1940 Coll.	- 25,000.00	+ 25,000.00	
	 \$ 370,000.00	 \$ 346,635.71	 \$ 361,615.83

CONFIDENTIAL

MINUTES OF A MEETING OF THE EXECUTIVE COMMITTEE OF THE UNITED JEWISH APPEAL

MONDAY, JUNE 30, 1941, at 4 P.M.

AT 342 MADISON AVENUE, NEW YORK CITY

Present:

Jonah B. Wise, presiding; Paul Baerwald, Abner Bregman, David M. Bressler, Isidor Coons, Solomon Goldman, Israel Goldstein, I. Edwin Goldwasser, Sylvan Gotshal, James G. Heller, Joseph C. Hyman, Morris S. Lazaron, Louis E. Levinthal, Albert H. Lieberman, Abraham L. Liebovitz, Richard P. Limburg, Louis Lipsky, Solomon Lowenstein, Irving Miller, Henry Montor, Charles Ress, Charles J. Rosenbloom, William Rosenwald, Morris Rothenberg, Abba Hillel Silver, Jacob Sincoff, David H. Sulzberger, Edward M. M. Warburg, Stephen S. Wise.

Philip E. Hoffman

Regrets for inattendance were received from Louis Bamberger, James H. Becker, David Diamond, Louis Finkelstein, Harry Friedenwald, Herbert H. Lehman, Mrs. David M. Levy, Harold F. Linder, Julian W. Mack, Simon Shetzer, William J. Shroder, Max C. Sloss, Ferdinand Sonneborn, Mrs. Felix M. Warburg.

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CAMPAIGN REPORT

The Chairman, having called the meeting to order, asked for the submission of a report on the status of the 1941 United Jewish Appeal by Messrs. Isidor Coons and Henry Montor, Executive Vice-Chairmen of the United Jewish Appeal.

Mr. Coons, on behalf of the two Executive Vice-Chairmen, read a report reviewing the results of the Spring campaign with interpretations of certain problems that had been met and that might be encountered in the balance of the year (Appendix A).

It was moved, seconded and carried that the Executive Committee accept the report of the Executive Vice-Chairmen with thanks.

BUDGET OF 1941 UJA

Reference was made to the fact that, by agreement between the Joint Distribution Committee and the United Palestine Appeal, there had been reimbursement from the UJA to the two agencies of certain costs incurred in the period from January 1st to March 15th, 1941, which were regarded as legitimate expenditures on behalf of the United Jewish Appeal.

It was moved, seconded and carried that the agreement arrived at between the Joint Distribution Committee and the United Palestine Appeal with regard to the

reimbursement of expenses incurred during the period from January 1st to March 15th in an arrangement made by a joint committee under the chairmanship of Mr. Frederick Greenman be approved by the Executive Committee.

There was submitted to the Executive Committee a budget of administration of the United Jewish Appeal for the period of March 16th through December 31st, 1941, as per Appendix B.

Mr. Baerwald thought it desirable to keep in mind the possibility of revising the budgetary figures, if necessary, around the 1st of October. It might be possible, for reasons which cannot now be foreseen, that there might be required a revision of expenses for the last few months of 1941. On that basis he would be satisfied to move the adoption of the budget as submitted.

It was moved, seconded and carried that the budget as submitted be approved by the Executive Committee of the United Jewish Appeal and that, if deemed advisable or necessary, a revision of the budget might be undertaken on October 1, 1941.

Mr. Lipsky suggested that the budgetary figures be clarified so that there might be a basis of comparison for the expenditures in 1940 and 1941. It was pointed out that in 1940 there was an uninterrupted United Jewish Appeal campaign, whereas in 1941 the agencies conducted an independent effort during the period from January 1st to March 15th and that the budget of the United Jewish Appeal, as such, for 1941, began only as of March 16th to run through December 31st. Mr. Lipsky, nevertheless, suggested that even for the nine and a half month period an indication should be given as to the comparability of expenditures for the two years.

It was agreed that the figures as submitted in the budget should be clarified so that there would be an indication of how much was being spent by the United Jewish Appeal in 1941 as compared with 1940, with the recognition that certain expenditures had been incurred in the first part of 1941 which had not been made in 1940 because the United Jewish Appeal had not been interrupted.

APPROVAL OF MINUTES OF DIRECTORS

It was moved, seconded and carried that the minutes of the meeting of the Board of Directors of the United Jewish Appeal and of the members of the United Jewish Appeal should be approved by the Executive Committee.

ELECTION OF UJA OFFICERS

It was moved, seconded and carried that a list of officers of the United Jewish Appeal, as contained in the attached list (Appendix C), should be elected by the Executive Committee of the United Jewish Appeal.

APPLICATION FROM COUNCIL OF JEWISH FEDERATIONS AND WELFARE FUNDS

It was stated by the Chairman that the Council of Jewish Federations and Welfare Funds had asked for a subvention from the constituent agencies of the United Jewish Appeal. The Joint Distribution Committee had referred the request which it had received to the Executive Committee of the UJA. The letter, now presented, was addressed to Mr. Warburg by Mr. Sidney Hollander under the date of May 29th, calling attention to the fact that in 1940 the Council had received from the JDC \$5,000, from the UJA \$2,500 and from the NRS \$2,500. Last year each organization made its own contribution directly to the Council.

Dr. Silver indicated that there was no reason for a change in the procedure. Mr. Rosenwald stated that the Council of Federations had originally made its application two years ago to the New York City United Jewish Appeal, on the theory that the New York City campaign was the closest organization to a welfare fund that exists in New York City. The New York UJA had stated that it was bound by the national agreement and referred the application to the national campaign.

Mr. Montor called attention to the fact that when similar petitions had been presented to this body in the past, the United Jewish Appeal had taken the position that it was a fund-raising organization for three agencies, the JDC, the UPA and the NRS, and that it ought to restrict itself as closely as possible to allocations exclusively to those three organizations. Under that definition, consistently made by the UJA, would not this application automatically be referred back to the constituent agencies of the UJA.

Mr. Warburg said that the only question raised in that regard was that it was felt by the Council that its services are responsible for stimulating campaigns throughout the country. Therefore, possibly, a grant could be considered a service charge to the United Jewish Appeal as part of its fund-raising activities. Due to the fact that the New York City campaign had not wished to take any action, it had referred the application to the national office, with the belief that if the national office so desired it could deduct funds coming from New York City, such funds to be regarded as a fair share of New York's responsibility toward meeting the requirements of the Council of Federations.

Mr. Warburg stated that it was regarded by the Council of Federations as a great hardship that New York had not been able to show that it has carried its full responsibility in proportion to other communities throughout the country.

It was moved, seconded and carried that the matter of the application of the Council of Federations for funds of the United Jewish Appeal be referred back for action to the constituent organizations of the United Jewish Appeal.

APPLICATION FROM STATISTICAL BUREAU OF SYNAGOGUE COUNCIL

The Chairman stated that there was before the Executive Committee a request from the Statistical Bureau of the Synagogue Council of America for a one-time grant of \$1,000.

Mr. Coons provided an explanation as to the basis for the application. The Statistical Bureau had indicated that it was entitled to make an application to the United Jewish Appeal in view of the information that it had provided on the Jewish populations of cities throughout the United States.

It was moved, seconded and carried that the application of the Synagogue Council for a grant from the United Jewish Appeal be tabled.

MEETINGS OF UJA

At the inquiry of the Chairman as to whether there was any discussion of the report of the Executive Vice-Chairmen, Dr. Silver suggested that the Executive Committee ought to meet a little more frequently, especially toward the end of the year when matters arise of moment and not merely of routine character. Last year, the Executive Committee met twice. He did not think that that was adequate for the discharge of the work entrusted to the Executive Committee.

Dr. Heller called attention to the situation in Cincinnati, which, he felt, might become general throughout the United States. The situation arose out of the fact that the Jewish Welfare Fund of Cincinnati had decided to combine in a campaign with the United Service Organizations, the Red Cross and possibly the Community Chest. Negotiations had reached the point that if the national Red Cross would give its consent, such a joint campaign would definitely be held. Whether the campaign would include the same amount for the Welfare Fund as it had obtained the previous year, was still under consideration. In 1940, Cincinnati had collected approximately \$360,000 for the Welfare Fund, of which the UJA received \$190,000. Some of the members of the committee negotiating on the combined campaign, thought that not as much could be collected. Therefore, the share for the Welfare Fund might be reduced to about \$300,000. The pressure exerted on the community by the non-Jewish organizations is very considerable. Dr. Heller felt that a parallel situation would shortly arise in many communities.

The Chairman indicated that there was a possibility of similar action in Boston.

Dr. Lowenstein was of the opinion that the subject that Dr. Heller raised was of the utmost importance. It was a subject at the moment in suspense. He urged that a sub-committee with power to explore this entire situation be appointed and report back on its findings at the next meeting. Dr. Lowenstein disapproved of the combined campaign idea, but felt that action with regard to the situation had to be very carefully considered.

Mr. Rosenbloom reported that the situation had been considered and even voted upon on Monday in Pittsburgh, where he was the only one of several hundred present who opposed the idea of a unified campaign.

Dr. Silver felt that there was an element of emergency about the situation.

Dr. Heller expressed his agreement with Dr. Lowenstein. There was a widespread feeling that under present circumstances as many campaigns as now are being undertaken could not be successfully conducted. The proposition had been made to the Jewish Welfare Fund in Cincinnati that the causes for which funds were being raised be listed in two categories - those regarded as defense, which are to be included with other defense services, and those which are specifically Jewish, which would be paralleled by Catholic and Protestant causes, all of which would be included in the larger fund. Dr. Heller was of the belief that the procedure was a dangerous one.

Mr. Baerwald voiced his agreement with Dr. Silver's suggestion that the Executive Committee should meet more frequently. He felt that in the future the technical matters should be disposed of more expeditiously so that consideration could be given to the larger problems involved. He made special note of the attendance of so important a group of men at the meeting.

It was moved, seconded and carried that a committee be appointed by the National Chairmen of the UJA to concern itself with the problem of united community campaigns such as that referred to by Dr. Heller -- the committee to be empowered to call a special meeting of the Executive Committee as soon as its findings were ready.

The Chairman called upon Dr. Heller, who had just been elected President of the Central Conference of American Rabbis, to make some observations on the present Jewish situation.

Throughout the country, Dr. Heller said, there is a feeling among Jews of anticipation of very rapid and very serious changes in their status. There is a feeling in many communities that the ability to contribute to national funds in the next few months will be dependent upon the conditions that then prevail.

What is the UJA going to do in the light of new international conditions in regard to the transfer of funds and continuance of the activities of the JDC and the UPA? These are among the questions in the minds of American-Jewish communities. He felt that it would be the part of wisdom to maintain constant contact with the communities throughout the country through the UJA organization and also to devise a method of meeting promptly to discuss the changing circumstances.

The Chairman observed that were it not for the support of rabbis throughout the country the UJA would have had much greater difficulty in raising the large amounts which it had obtained in the past three years. Their support had increased in intensity, in intelligence and in sacrifice, especially in the medium-sized cities. If the UJA had not had a trained ministry at its service for this crisis, the UJA agencies would have suffered very much, the Chairman declared. It was his feeling that the UJA should make an effort to be in closer touch with the rabbis who are scattered and many of whom are remote from contacts with the large centers of Jewish population. They should be encouraged in their work and an indication given of the importance of their work to the communities.

In reference to the question raised by Dr. Heller as to the possibility of the use of funds, Mr. Baerwald cited the experience of the Joint Distribution Committee. He said that last Tuesday, two JDC representatives, Mr. Harold Linder and Mr. Moses Leavitt, had gone to Washington when the subject of a license for the transfer of funds had come up. They were received very cordially in Washington and within a few days, the application for the remittance of funds to the amount of \$227,350 had been approved by the Federal Reserve Bank. He cited this experience to indicate that the Joint Distribution Committee was still working and finding a cooperative spirit toward it in Washington.

Dr. Silver felt that there ought to be one or two meetings within the next few months which would not be devoted merely to the question of figures and statistics and administrative detail, but to a general discussion of the major problems confronting the United Jewish Appeal agencies in their work, to review new trends which are developing and the possible crises that might arise in the imminent future. These emergency problems require combined thinking and common discussion would be mutually helpful. He did not recall that at any time, the leaders of the three great national bodies, which have such heavy burdens to carry and such responsible work to do, had ever gotten together around the table to discuss trends and movements--all of the talk had been of financial problems rather than of basic issues.

During the past few years, Dr. Silver said, there had been a draining off of lay leadership so that the spiritual and religious life of American Jewry had been denuded of their cooperation. There is a feeling that there is a lack of that spiritual approach to the Jewish problems of America. That, too, might be discussed profitably by the United Jewish Appeal.

The Chairman felt that the UJA had helped to create a lay body in the United States which can now be very helpful from the point of view of creating a spiritual basis for Jewish community life in America. Instead of denuding the country of leadership, it has created the basis for a finer type of leadership, the Chairman declared.

The meeting adjourned at 5:30 P.M.

MINUTES OF MEETING OF APRIL 14, 1942

PRESENT: William Rosenwald
Rabbi Abba Hillel Silver
Rabbi Jonah B. Wise
Isidor Coons
Henry Montor
Julia Rubenstein

I. WAR CHESTS

Mr. Montor presented the letter addressed to him by the Executive Director of the Jewish Welfare Federation of Greater Kansas City with reference to the participation of the Jewish Welfare Federation in the United War Chest that has just been organized in that community, and explained that the acknowledgment had been deferred in order for the National Chairmen to consider the matter in view of the fact that Kansas City is the first of the important communities to agree to participate in a War Chest. He expressed his opinion that the matter is important because it sets a precedent not only for the 1942 U.J.A. but opens ramifications for all the agencies of the U.J.A.

Mr. Coons concurred that there are great implications and recommended that a committee be appointed to go into the entire problem of War Chests in relation to the 1943 campaign. In his opinion, problems will arise if the total goal is not raised by a War Chest because undoubtedly the local Community Chest will have priority in allocations and then other local agencies such as Catholic Charities, etc. will be given second consideration and the U.J.A. will be left to share in the balance with such agencies as China Relief, Russian Relief, etc.

Rabbi Wise believes that the War Chest will be a continuation of our experience with Jewish Welfare Funds in which the percentage allocated to the U.J.A. out of the total raised has steadily fallen off. In his opinion, the tendency to whittle down the U.J.A. appropriation may be even greater in the War Chest.

Mr. Rosenwald raised the point that, by and large, Jewish contributors give out of proportion to Christians. In his opinion, a difficult situation would arise out of a pro-rata arrangement. In this connection, Mr. Montor raised the question as to what would be the effect on public relations locally when Jews become conspicuous by giving too generously. In relation to the entire question of joining in a War Chest, Mr. Coons could not see how the Jews of any community could withhold participation.

With reference to acknowledging the letter from Kansas City which asks the U.J.A. to approve of the step taken, Mr. Coons recommended that the U.J.A. in replying, take official cognizance that the Jewish Welfare Federation of Greater Kansas City has entered the War Chest and that the U.J.A. will remain the major beneficiary of the Jewish Welfare Federation, but that the U.J.A. not express approval or non-approval.

Rabbi Silver felt that it was very important to inquire whether the question of priorities had been raised in the discussions leading to the participation of the Jewish Welfare Federation of Greater Kansas City in the War Chest. Mr. Montor stated that he believed no questions had been asked as yet; that participation in the War Chest had only been accepted in principle. Rabbi Silver felt that it was not too early to write asking Kansas City to explore this very important matter of priorities which might work to the disfavor of the U.J.A. If there are no priorities the U.J.A. will take its gamble with the rest of the agencies.

Both Rabbi Silver and Rabbi Wise felt that we must view the Kansas City matter as an accomplished fact. Rabbi Silver recommended, therefore, that we of the U.J.A. concern ourselves with the aspect of the problem which is our concern - that there should be no local priorities, or that the U.J.A. should be included with the local Federation needs to get priority. Furthermore, he recommended that our reply state clearly that the U.J.A. passes no judgment on War Chests, that we neither approve nor disapprove.

Mr. Montor suggested that the letter state that the U.J.A. is expecting the Kansas City Welfare Federation to include in its budget, which it is transmitting to the War Chest, our full request for an allotment of \$135,000 rather than the \$75,000 which they gave us in 1941.

Mr. Rosenwald wondered whether the tone of our letter ought not to express some lack of enthusiasm because whatever we say to Kansas City will be a guidepost to other communities. Rabbi Wise felt that it would not be quite fair to ourselves to do this by letter and Rabbi Silver felt that such a letter might receive an unpleasant interpretation. All agreed that the letter could be tempered so that, as Rabbi Silver stated, we could indicate our reservations but not express ourselves positively or negatively. The letter is to be prepared promptly and sent to the National Chairmen for approval before it is mailed.

Returning to the general problem of War Chests, Mr. Coons suggested that the Council of Jewish Federations and Welfare Funds will undoubtedly have a committee to look into this matter and he suggested that the committee he had recommended that the U.J.A. appoint confer with them. It was agreed that the three National Chairmen constitute a committee to concern itself with this problem and that the two National Chairmen resident in New York keep in touch with the Council.

II. EXECUTIVE COMMITTEE MEETING

It was agreed that the postponed meeting of the Executive Committee be convened on Wednesday, April 29, for luncheon and that a nearby hotel be selected. This meeting, of course, is also to include a meeting of the Board of Directors of the U.J.A. in accordance with our attorney's instructions. It was also agreed that, in view of the lateness of this meeting, it would not be necessary to hold a meeting in May in accordance with the original bi-monthly schedule.

III. NATIONAL U.J.A. CONFERENCE

The suggestions that a national conference of the U.J.A. be held in Pittsburgh on May 17 was thoroughly discussed.

In presenting the suggestion which had been made at a meeting recently held on public relations matters, Mr. Montor explained that the thought was that such a meeting would emphasize to the leaders who consider allotments after campaigns are completed what the needs of the agencies are and what the agencies are doing. Rabbi Silver felt that the date was pretty late in the season. He believes that most campaigns will be over and that even allocations will have been made. It would be his thought that a meeting of this type should be held in the month of January. Mr. Montor explained that although tentative allocations are generally made in advance of the campaigns, final decisions are made after the Budget Committees know how much is raised.

Mr. Coons felt that such a meeting would have to have some serious emergency reason for being held. Among the points to be considered, he listed the fact that May 17 has been set aside by President Roosevelt as "I Am An American Day"; that the date falls in the golf season and that Big Gifts meetings will all be over. Rabbi Silver pointed out that many important local campaign meetings will be held on May 17 and that the leaders will want to be in their own communities to attend those meetings.

Rabbi Wise expressed the opinion that people get sick of meetings, especially at this time of the year. He felt that unless there is a special reason for calling the meeting, it would not be possible to get a good attendance. He also felt that perhaps we were over-emphasizing the apathy toward the U.J.A.

Mr. Coons made the suggestion that if the National Chairmen would make trips to the local communities, they could in that way best protect the U.J.A. interest in the matter of allotments. Rabbi Wise agreed that individual meetings in the local communities are much more productive than a national meeting for this purpose.

Rabbi Silver recommended that we start planning early for 1943 so that a national conference can be held for the U.J.A. itself at the beginning of the year and that we keep such a meeting separate from the General Assembly of the Council of Jewish Federations and Welfare Funds, etc.

IV. PROMOTIONAL ACTIVITIES

In a discussion of the memorandum presented by Mr. Steinglass recommending a "U.J.A. RESCUE-FOR-VICTORY WEEK", the question of a Day of Prayer on May 3 was first taken up. Rabbi Silver felt that the suggested date, a Sunday, would not be a good day for a Jewish Day of Prayer. He also felt that it was not practical to call it a National Day. He gave the example of a large community like Philadelphia where its campaign will not be held until the Fall and which consequently would not be influenced. Rabbi Wise agreed that we must bear in mind that money for the U.J.A. comes through community campaigns.

In regard to the whole matter of designating a U.J.A. Week, Mr. Coons felt that the decision to be made was whether in these days the U.J.A., as a Jewish organization, wishes to have this type of public relations program. Mr. Coons explained that we have encouraged our Publicity Department this year to think of ideas which would give the U.J.A. broad publicity rather than publicity in just the Anglo-Jewish press. However, the times have changed since it was originally decided that this year would be a good time to come out in the general press. The problem is to make the U.J.A. important to the Jewish people, and one way of doing that is to make it important to the general community.

Mr. Montor added that the basic issue is to put across the idea that it is American and patriotic to give to the U.J.A. and that what we are trying to do is to create public sentiment in favor of the U.J.A. even when the communities are not campaigning. Both Rabbi Silver and Rabbi Wise felt that the idea that it is American and patriotic to give to the U.J.A. could be stressed, but that the best way of doing it is not to have a "U.J.A. RESCUE-FOR-VICTORY WEEK".

In connection with the suggestion that the National Chairmen visit the White House or meet with other government leaders in Washington, Rabbi Silver felt that going to Washington was not essential. Rabbi Silver did feel that the plan of having broadcasts is good. Rabbi Wise also thought that we might ask Governor Lehman or Judge Rosenman to present our suggested letter to President Roosevelt. Rabbi Wise said that he himself would take the letter to Governor Lehman. The suggestion that senators, representatives, governors, etc. be asked for letters in behalf of the U.J.A. to be used for publicity in their particular states was approved.

Mr. Rosenwald felt that the whole broad matter of public relations should receive more attention. In his opinion, it should be borne in mind first, that no amount of publicity is reflected in dollars and cents and, secondly, that anything that can be done to get the idea of the U.J.A. across to the general public is very important for the future.

He referred to the meeting which, during Rabbi Silver's absence in England, he and Rabbi Wise had had with Messrs. Coons, Montor, Steinglass

Slobodin and Gould. Mr. Rosenwald reviewed the various suggestions which he thought were valuable which had come out of that meeting and which he felt were not completely covered in the minutes, and he suggested that the National Chairmen, the Executive Directors and the staff might devote more time to following up on that meeting. Mr. Rosenwald emphasized that the U.J.A. had never had a year-round program.

Rabbi Silver expressed the opinion that we ought not to do too much thrusting of our particular program on the general public today, but he agreed that whatever can be done with dignity and propriety should be done. Rabbi Wise felt that if a plan can be worked out to get continuous reports to people, that would be fine but he did not think the purpose would be accomplished through one solid U.J.A. Week.

V. RESOLUTION RE NEW YORK CITY BANK ACCOUNT

Mr. Montor presented material prepared by our attorney, Mr. Hoffman, in which the national U.J.A. is asked to approve the opening of a bank account to handle the New York City campaign employees purchase of War Saving Bonds. In answer to the question as to why it is necessary for the national U.J.A. to sign the resolution now that the New York City campaign is a corporation, Rabbi Wise explained that in matters of this sort, New York City is not yet functioning as a corporation.

Mr. Rosenwald does not think that this kind of resolution is in order. Mr. Rosenwald felt that since the national corporation is not going to be called on for much more activity in behalf of New York City that the matter be discussed with New York City to see if it cannot be handled in some other way. Rabbi Wise said that he would take the matter up with the New York City Campaign.

Mr. Rosenwald further suggested that the question of opening subsidiary accounts ought to be carefully reviewed. Rabbi Silver suggested that we take it up at the Executive Committee meeting on April 29. Mr. Rosenwald recommended that the matter should have some preliminary study and it was agreed that it could be deferred until after the campaign rush is over.

VI. REPORT ON 1941 CAMPAIGN

Mr. Montor announced that at the request of the Allotment Committee a new estimate had been prepared on potential income against pledges to the 1941 campaign and he was happy to state that it appeared that there would be between \$500,000 to \$600,000 more to be distributed by the Allotment Committee.

VII. REQUEST OF COUNCIL OF JEWISH FEDERATIONS AND WELFARE FUNDS FOR AN ALLOTMENT FROM THE NEW YORK CITY CAMPAIGN

Mr. Rosenwald stated that the Council had asked the New York City campaign, now that it is a permanent setup, to take over the making of the allotment formerly given by the national agencies aggregating \$10,000. He asked for the opinion of the other National Chairmen on this matter. Rabbi Silver feels that if the grant is made by the individual national agencies,

there would be better contact. This view was shared. Mr. Rosenwald asked Miss Rubenstein to advise Mr. Hyman and Mr. Bernstein that the matter was taken up in a quite informal conversation and that the National Chairmen are inclined to think that the Council's request should be referred by New York City to the national agencies.

RZW



1941
UNITED JEWISH APPEAL
FOR REFUGEES, OVERSEAS NEEDS AND PALESTINE
on behalf of
 JOINT DISTRIBUTION COMMITTEE
 UNITED PALESTINE APPEAL
 NATIONAL REFUGEE SERVICE

National Chairmen

RABBI ABBA HILLEL SILVER
 RABBI JONAH B. WISE

342 MADISON AVENUE
 NEW YORK CITY

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