

Dear Federation leaders,

Want to know the most powerful thing about sitting in an allocations committee meeting?

It's the feeling that you're watching several dozen community representatives grapple with an awe-inspiring responsibility.

In its meeting the other day, our Unified Allocations Council, led so ably by Maxine Murnick, made a series of recommendations for the Board on how to allocate over \$20 million in unrestricted funds. As a reminder, our **Jewish Federation of Greater MetroWest raised \$113 million in calendar year 2017**. This includes more than \$20.3 million to the unrestricted annual campaign, \$2.9 million to supplemental and special projects for our community and Israel, \$113,000 for emergency campaigns and \$89.8 million to our Jewish Community Foundation. This is a huge impact on the community.

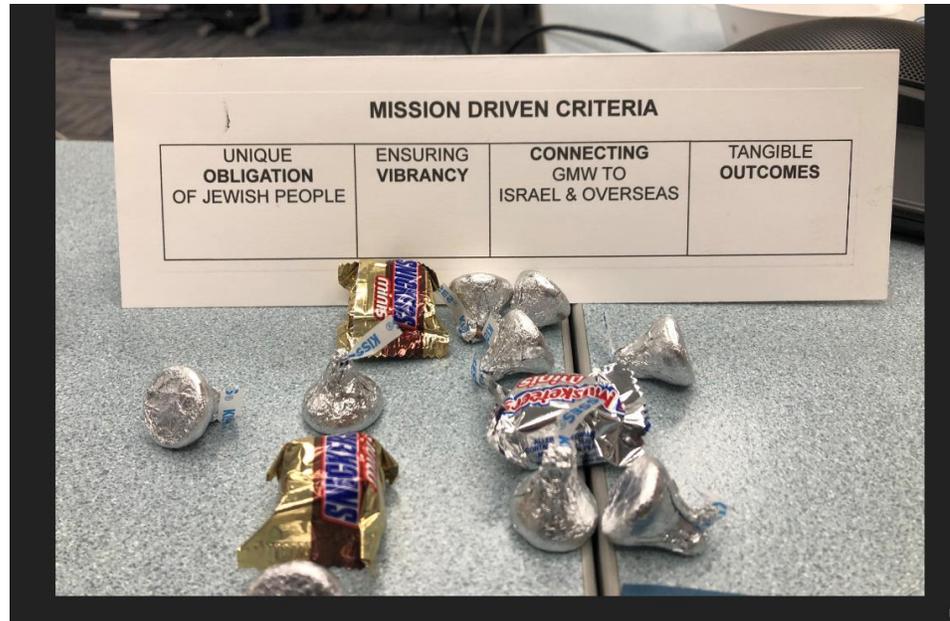
We're often asked what the impact of Federation is and I'm sure you've noticed the use of success equations and data-driven decisions as a real life demonstration that our culture is starting to change. This change is being driven by our Impact Assessment and Learning Department, now completing its second year. [Check out the 2017-2018 Impact Assessment summary here.](#) Thanks to my colleague Lauren Silverstein, Director of our Impact Assessment and Learning Department and Leslie Dannin Rosenthal, Chair of the Impact Assessment Committee.

We often look at the UJA Campaign, rightly, as the life-blood of running the Federation and our programs and allocations. But we also know that the infrastructure and logistics – our fundraisers, HR professionals, budget teams, marketing pros and more – who help raise the UJA Campaign – also help us leverage and raise the additional funds for Donor Advised Funds, Family Foundations, endowments and more.

Together, these dollars represent the best investment you can make in the Jewish community and will have a massive impact on our ability to support our Jewish way of life, both here in Greater MetroWest and overseas.

When you look at the Budget (the 2017-18 budget, in this case, since we work in a July-June fiscal year) remember that **the “overhead” on our infrastructure didn’t raise \$20.3 million**

last year ... it raised \$113 million and a massive commitment for our future.



After the Board sits and votes on the actual recommendations next month, we’ll send out a series of briefings and updates on how these allocations will be divided.

But I want to point to three things in the meantime:

First – our allocations process is tough, rigorous and – in the words of the UAC Chair, Maxine Murnick, sacred. The allocation committees take their responsibility seriously and with great dedication and commitment. I’ve watched them sit and deliberate, run site visits, ask questions, agonize over tough decisions. And that’s what it should be. Making these kinds of decisions is sacred and difficult work. Watching

our adult community leaders navigate the allocations process is as inspiring as sitting with our [Iris Teen Tzedakah program](#) and watching young 9th and 10th grade leaders grapple with really tough funding decisions. The teens pool their fund with a match from the Herb and Milly Iris Youth and Family Philanthropy Endowment, and the cohort oversees this fund of several thousand dollars, deciding how to allocate the money to organizations and needs based on their learning and experiences in the program...just like their adult counterparts! It's an amazing statement, and it prepares these young awesome philanthropists to see social action, leadership development and community engagement on a powerful, personal scale.

Second – Federation is increasingly taking on responsibilities and tasks that only a Jewish Federation can and should do – in community security, advocacy, in our Shlichim program, Chaplaincy, CARES, ABLE and much more, there are growing areas where Federation provides a community-wide infrastructure and commitment to help everyone. The budget is a reflection of that concept, and shows you how our leadership sees true value in our work.

And finally, here's what you're **not** seeing in the budget: the next crisis. The next disaster, human or natural, will occur at some point. It may be in Israel, or closer to New Jersey, or in some far-flung corner of the Jewish world. We don't know what it will look like. But the platforms, infrastructure and partnerships that Federation creates allow us to turn on a dime and make sure that no one – no one – is left behind. Rescue operations, relief work, comforting those in need. We're here every day because we're a reflection of your values.

With gratitude to our lay and professional leaders, campaigners, inspirers and all those who care for those in need, build our community, and save the world. One person at a time.

Dov