



Annual Campaign 2012 “Follow Your Heart”

Questions & Answers for campaign volunteers and donors

CAMPAIGN PURPOSE AND APPROACH

Q. I haven’t been involved with the Federation before. What does the Federation do – and how?

The Mission of the WNC Jewish Federation is to harness the collective resources of the WNC Jewish community and direct them to the Jewish needs in the local community, in Israel and overseas. Basically, we exist to raise funds for Jewish charities in our community and for projects abroad. We do this through an annual campaign. Funds are then allocated to Jewish charities in our region and to the Jewish Federation of North America, for distribution to projects in Israel and elsewhere.

Q. I’ve heard that new strategies are being tried this year. What has changed?

In response to the in-depth feedback we received from donors this past year, we have made a number of significant changes to the campaign:

- donor’s choice, meaning that pledges may be marked for donations to specific organizations
- reduced campaign budget by hiring short-term help and foregoing campaign events (apart from the Women Who Care luncheon)
- major effort to increase our corps of volunteers, for greater outreach and more ownership of the campaign.

Q. It seems the same handful of families are always asked to carry the campaign. How are we going to involve more people?

The Campaign Team reviewed the survey results from last year and carried out a prospect assessment. To diversify the funding base and have the commitment more equally shared, we have expanded our list of potential major donors who will be receiving personal solicitations. Our goal is to carry out 220 peer solicitations (donors asking other donors to give) in the general and

Maimonides campaigns. This is about double last year's volunteer effort. These personal solicitations are in addition to our general outreach efforts to a supporter base of approx 1,700 names.

Q. Who decides what organizations get Federation funding?

All the organizations listed on your pledge card are Jewish charities active in western North Carolina, plus the Jewish Federation of North America (JFNA). These are the same beneficiary organizations as last year. (Maccabi Academy is no longer on the list as the school closed in 2011). They have all been reviewed by the Allocation Committee of the WNCJF, and meet the criteria established to assure that their mission and goals are consistent with the Federation's.

Q. What is the Maimonides group?

The name of Maimonides is used for both a segment of the Federation's campaign and a national society of donors. These are members of the medical professions who give to Jewish charities. The name is in honor of the much-revered and studied medieval scholar and physician Rabbi Rabbi Moshe ben Maimon, also called Maimonides. The connections to philanthropy and medicine are numerous. His interpretations of Jewish law include the laws for giving to the poor, and the Oath of Maimonides is a traditional oath of physicians.

In keeping with the spirit of the peer-to-peer campaigning, the Maimonides group members will be asking their colleagues to give to the WNCJF Annual Campaign.

Q. What is a challenge gift? How does it work?

When a major donor makes a challenge gift, it means that he or she will give a substantially larger donation if an equal amount is raised by other donors. We are working on making one or more challenge gifts possible in the WNCJF campaign.

Q. What is happening with JCC and Jewish Family Services? Are they separate organizations now?

In June of 2011, a new non-profit corporation, Jewish Family Services of WNC, Inc(JFS) was formed, with a JFS Board of Directors working throughout the year to plan for the launch of programming on January 1, 2012. At that time, this new entity will assume independent management of Jewish Family Services programs that have been operated by the Asheville JCC since 2007. While the JCC will continue to operate the Elder Day Club program, all other JFS social service programs will be transferred to the new Jewish Family Services agency, including assistance and support for older adults as well as individuals and families at all stages of life.

Governed by the JFS Board of Directors, the new JFS agency will remain at the JCC facilities until appropriate outside office space is obtained, but all management, operations, and financial support will separate from the JCC on January 1st. Beginning in January 2012, the JCC and JFS will receive separate funding allocations from the WNC Jewish Federation.

Q. I've already given through the Women Who Care event. Why am I being asked again?

Thank you for giving during the Women Who Care event and follow-up in September and October. The Women's Philanthropy campaign is a separate campaign that precedes the general campaign.

Q. How will the monies from the Women's Philanthropy Campaign be allocated?

The WNCJF Women's Philanthropy campaign funds both the WNCJF general fund and special projects (the three projects described at the luncheon and on the WNCJF website). The special projects receive a set amount of \$6,250, which equates to 25% of the first \$25,000 (if obtained) raised by Women's Philanthropy. On top of that, these same special projects will receive an additional 30% of whatever is raised beyond the initial \$25,000. The remainder of the money raised by Women's Philanthropy goes to the WNCJF General Fund and is allocated to the various beneficiary organizations, with some funds to cover WNCJF costs.

Q. I'd like to know more about a local charity on your list that I'm not familiar with. Tell me more.

Short descriptions of each of our beneficiary organizations are presented on the Federation website at www.jewishshasheville.org, where you will also find links to the organizations' own websites. A brief summary of each organization was also included with the campaign kick-off letter in mid October.

Q. There's a Jewish organization I know of that is not on the list. What can I do to get them on the campaign list?

Please ask a representative of that organization to get in touch with Karen Hyman, WNCJF Chair, to discuss the general allocation process and how to qualify as a beneficiary organization. If the organization qualifies, they will be invited to apply for an allocation from the general fund this year, and may be listed as an organization to which funds can be designated by donors next year.

Q. Will there be corporate sponsorship this year? How will my company be recognized?

There are a number of opportunities for corporate sponsorship opportunities that will give your business visibility in the WNCJF Annual Report, on the website, in the electronic newsletter, and at the annual WNCJF donor recognition event. Please contact Joe Karpen, who will be glad to tell you more. josephkarpen@gmail.com; 215-2081

MAKING YOUR PLEDGE OR DONATION

Q. What does ‘donor’s choice’ mean? What do I do to make sure my donation goes where I want it to?

Donor’s choice means you may check one or more organizations on your pledge card and designate exactly how much money should go to each. You also have the choice of giving to the General Fund, if you prefer that the Federation Allocation Committee decide the amounts that will go to each organization, as they have in years past. The allocations will follow exactly the wishes of the donors.

All designated gifts will be allocated first to the organizations the donors selected. Funds marked for General Fund will go first to campaign costs, with the remainder allocated to the beneficiary organizations, based on needs identified by these organizations in their proposals to the Allocations Committee.

Q. I’d really rather have the Federation decide where to put the money. How is that going to work?

If you would prefer that the Federation allocate your gift, please mark “General Fund” on your pledge card.

Q. I want to make my donation in some other form (such as estate planning or securities). Who do I talk to?

To make gifts of appreciated stock or to learn how you can endow your Annual Campaign gift to perpetuate your commitment to the Jewish people in the future please contact Joe Karpen, WNCJF Treasurer, at josephkarpen@gmail.com; telephone 215-2081.

Q. How long do I have to make up my mind about my donation?

In order to plan for the organizations’ 2012 budgets, we need to complete the solicitation and pledge collections by the end of calendar year 2011. Donors who have made pledges have until the following December to make full payment on their pledges.

Q. I’d really like to see more money going to Israel. How can I help?

By giving a donation to JFNA (by checking the JFNA box on the list of choices on your pledge card) you know that your gift is going to support the Jewish Agency for Israel (JAFI) and the American Jewish Joint Distribution Committee (JDC). JAFI facilitates the integration of emigrating Jews into their new lives in Israel. JDC gives funds to non-governmental groups in Israel and elsewhere, to provide relief to Jews in need or in danger and to help Israel overcome the challenges of unemployment and poverty.

Q. I want to put my money where the greatest need is. What are the priorities now?

If you're unsure how to designate your gift, may we suggest that you give to the General Fund. When you designate to the General Fund, your donation is distributed to the beneficiary agencies based on the proposal they submit. The WNC Jewish Federation Allocations Committee considers these proposals and presentations and makes a recommendation to the Board. The Allocations Committee is a group of volunteer Jewish citizens from Asheville who are familiar with the work of our beneficiaries. They spend several days hearing presentations and arriving at funding decisions which meet the Mission & Vision of WNC Jewish Federation.

STAYING IN TOUCH

Q. I haven't been getting any letters or emails. This is the first I've heard of the campaign!

We're sorry that we lost track of your address. Please contact the WNCJF Administrator, Bella Frishman, at administrator@jewishasheville.org, 828-545-4648 and give the postal address and/or email address that you'd like WNCJF communications to go to. This information is entered into the WNCJF database for our communications and will not be given out to any other organization.

Q. Will I receive acknowledgement of my pledge or donation?

A letter will be sent to you acknowledging your pledge and payment (if payment is made at time of pledge). If you are making payment later – a second letter will be sent acknowledging payment. Also, all donors will be listed in the WNCJF Annual Report, unless you would like to remain anonymous. Please indicate your wish for anonymity on your pledge card or call the WNCJF Administrator, Bella Frishman, administrator@jewishasheville.org, 828-545-4648

Q. How can I get involved in planning the next campaign?

The WNCJF campaign organizers will be holding a campaign recap and planning session during our annual recognition event in the spring. Please look out for the announcement in your email and on our website. This is a new strategy to continually involve donors and build the community-driven campaign.

*The WNCJF Board and Campaign Team thank all of our volunteers and supporters
for all you do to help Jews in our community and elsewhere.
Thank you!*