

Allocations Committee Working

Whatever the issue, it all comes down to a matter of perspective. Which do you think is more difficult, raising money for a Federation campaign or allocating it after it's raised? Ask a fundraiser and you'll get one answer. Ask a member of the Allocations Committee, you'll get a different answer. Whatever the issue, it all comes down to a matter of perspective.

A Federation leader was once overheard saying, "It's much harder to spend the money than it is to raise it." He wasn't trying to be funny, it just sounded like that to some of the people around him. But, there's nothing funny about responsible budgeting. It requires a special kind of interest and dedication to be an allocator. No one flips a coin to determine how much money an organization receives. First, reams of materials have to be studied; then, endless conferences and discussions take place; finally, a special wisdom coupled with a keen sense of judgment has to be applied to everything that was learned. Why such a complex process for such a seemingly simple act as giving away money? The simple truth is that given the agency's programs, the needs of the community are valid on an equal basis. The cold reality is that the needs will always exceed the resources. Each budget season is indeed a time which truly tries people's souls.

On July 18, a new allocations process and committee structure designed by the Charlotte Jewish Federation was put into place. Shelton Gorelick, 1989 Allocations Committee chairman, and Emily Zimmern, cochair, presided over the initial meeting of this committee. Members of this committee include: Bobbi Bernstein, Alan Blumenthal, Abe Luski, Paul Putterman and Harry Swimmer. The newly designed process not only involves more people, it also helps to more closely scrutinize the needs of the community and the requests of the agencies. In this way, the allocation of funds to agencies more accurately reflects the priorities of our community.

This year's allocations procedure consisted of a series of meetings which were conducted by the three Allocations Committee sub-committees. Each sub-committee is made up of five or more members. Their responsibility was to evaluate the program needs and budget requests of the agencies. All of this is done as a prelude to formal presentations to the Allocations Committee held over a three-day period which began August 30. New to the process this year is the use of lay leaders



Shelton Gorelick



Emily Zimmern

serving on sub-committees in the critical role of evaluators. Their function is to meet with directors or representatives of agencies in an effort to develop a comprehensive understanding based on knowledge. The evaluators will then make the formal requests for funds to the Allocations Committee.

Serving on the sub-committees are:

Large Agency

Meg Goldstein, chair
Sandy Berlin
Joel Goldman
Bennett Lyons
John Pransky
Sara Schreiberman

Intermediate Agency

Frank Rosen, chair
Peggy Gartner
Phil Joffe
Moses Luski
Steven Menaker

Small Agency

James Montag, cochair
Baila Pransky, cochair
Bill Ashendorf
Penny Eisenberg
Michael Jaffa
Audrey Madans
Ben Massachi
Wendy Rosen
Sally Schrader
David Swimmer
Sandra Weinstein



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Joffes to Lead March Israel Mission

Bobbi Bernstein, president of the Charlotte Jewish Federation, has announced the appointment of Phil and Maddie Joffe as chairs for the Community Outreach Mission to Israel, scheduled for March 5-15, 1989. The Outreach Mission is one of the most exciting and dynamic missions drawing leadership from the entire country for an intense 10-day Israel experience.

This year's delegation will leave from Atlanta and fly to Amsterdam en route to Israel. In Amsterdam, they will be the guests of the Amsterdam Jewish community. They will land at Ben Gurion Airport in Tel Aviv for the beginning of an inspiring journey.

"Because I was born in Palestine," said Phil, "and was a chartered Israel citizen, it is both a thrill and a highly charged, emotional trip for me to trace my roots and walk on the soil where I was born. The hours and days won't pass fast enough until I step on that plane and head toward my birthplace." Maddie added, "We have talked about sharing this experience for years. The day is now coming and I can't control my excitement."

The Joffes, along with several of the Mission participants, will be hosting Mission Recruitment meetings during September and October. The Outreach Mission is a partially subsidized mission which strongly encourages North American Jewry to par-



Maddie & Phil Joffe

ticipate in the mission program and give support to Israel economically and emotionally by traveling to the land.

For further information, call Phil and Maddie Joffe, 554-6705 or Mike Minkin at the Federation office, 366-5007.

As of September 1, only 185 days are left to leave for this Israel Mission. Are you joining us?

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