

Open Letter to the Community

January, 2010

Dear Friends,

Last year at this time, our country and our community were experiencing the greatest economic downturn in decades. We were scared and anxious, facing an uncertain future.

Last January we wrote about the steps Federation was taking to address the unexpected financial shock: belt tightening, enhanced stewardship and intensified communication with our beneficiary agencies. This year we can look back with pride in our community's response, and we can look forward with strength and confidence to a bright future, despite the genuine challenges remaining in our path.

2009 Annual Campaign

- ♦ 2009 Total Annual Giving fell 10.5% from the prior year. But...
- ♦ In the face of unprecedented financial distress, we fared far better than most Jewish and secular non-profits, both locally and nationally.
- ♦ In fact, our community's generosity was extraordinary. For every donor retrenching, nearly three donors increased their gifts, and...
- ♦ Nearly 110 *more* donors contributed this year than in 2008.
- ♦ New fundraising initiatives made a real difference. The Ben Gurion Society and Women's Professional Network, in particular, engaged a growing number of donors, many of them new, and attracted meaningfully increased giving.
- ♦ And, over 146 tireless, committed volunteers deserve our thanks for a job incredibly well done.

2010 Allocations

Through prudent financial management, deferrals and one-time cuts, Federation maximized the distribution of campaign funds to our beneficiary agencies. Overall local distributions shrank by only 5.7%, an extremely modest decrease especially relative to the draconian cuts many non-profit agencies experienced last year.

With more constrained resources to meet expanding needs, our Allocations Committee tackled the task of determining priorities effectively, compassionately and responsibly. Armed with ethical guidance from our community Rabbis, the committee weighed difficult decisions in the context of Jewish values.

In many ways, the Allocations Committee's evaluations are also a financial and operational health checkup for each of our beneficiary agencies. And in that respect, we are pleased to report good news. For now, our agencies are generally in good health. Thanks to adjustments in operations, programming, staffing—and tapping into financial reserves where available—all of our community agencies are viable and focused on their missions.

What's Next?

We survived 2009's many challenges largely through significant cuts in agency operating budgets. ***These cuts are not sustainable: Restoring last year's cuts is essential for many agencies to meet critical needs.*** The development and growth of our community has long been a source of pride, as has our ability to meet the needs of a diverse and growing population. Never before have we questioned that ability.

In times of crisis, Federation's Annual Campaign fills a gap as our community's needs expand and our needy grow in number. From school and camp scholarships to senior programming, from aid to the unemployed to social services for the most vulnerable, the Federation Campaign changes lives.

The challenges ahead are many, but we are prepared to meet them head on – with your help. Our community and Jews in need worldwide are counting on you this year. When called to give, please give generously.

Thank you. Your commitment to our community is the cornerstone of our success.

B'Shalom,



Todd Gorelick
President



Sue Worrel
Executive Director