

State of the Federation Address

By Stan Greenspon

One of the privileges and highlights of an outgoing president is the opportunity to reminisce and evaluate the past years' performances, successes and disappointments. This is my State of the Federation address, and I will focus on areas of importance and concern.

First, a little personal note. Without question, I had some apprehensions about taking on the responsibilities of president. I was concerned about the time and commitment I would have to give in order to be effective. My reluctance was lessened when I recognized the strength of our Executive Committee and the strong professional experience we have in Marvin Bienstock. Those two factors allowed me the flexibility and independence I had to have in order to operate a presidency suitable to my style. What followed and what filled my two years was truly unparalleled. What happened was more than I could have ever expected: real, complete satisfaction in a job that was filled with challenge, excitement and plenty of rewards. But rather than talk about what the job did for me, let's recall together some of the goals we planned a little over two years ago. Let us restate our accomplishments and stress those areas of concern which we have not attained.

One Million Dollar Campaign

The figure \$1 million was an arbitrary, far reaching figure just a few years ago. Today, we have reached that figure due to the ever increasing needs of our major recipients and UJA. Reaching this unprecedented goal has not come without much sacrifice. There have been numerous meetings, strategy sessions, appoint-



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ments, calls, letters and more letters. It has been a difficult task as those of you involved in the campaign know so well. For those of you who have not been actively involved, you should recognize again that the campaign is the heart and soul of the Federation and its success or failure has an impact on practically every segment of our Jewish community. I have always been convinced that this community has the resources to meet any reasonable goals as evidenced by the tremendous success of the Foundation Capital Campaign. At the same time we need to face reality. We cannot continue to count on the 56 major givers to raise 70 percent of the campaign total. We must broaden our contacts in order to have greater success with those contributors who are capable of giving more; we still have an incredible number of people who don't give at all. This job has to be done; we must not fail. The challenge is before each of us and we must share in this responsibility. At the same time, we should applaud our financial accomplishment for this year. We had a tremendously successful campaign and I congratulate us.

Federation's Role and Relationships with Other Institutions

If you will recall, it was my

strong feeling, that due to the Federation's pivotal role in community funding and because of the community project, it was time to take a new, fresh approach and strengthen our relationship with some of the major institutions, particularly the JCC, the Hebrew Academy and Foundation. Many of us have taken major responsibilities on some of those boards and I would hope that you will continue to engage in essential roles in those institutions. Some of our Executive Committee members and board members serve on important committees for the Hebrew Academy, the JCC, the Foundation and the Blumenthal Home. As we continue to work closely together in bringing the project to reality, I remind you and urge you of the importance in maintaining a spirit of cooperation. At this critical stage, we need each other to ensure the success of this great project. It has taken a lot of years, many trials and tribulations, to form this "coalition of institutions." Now is the time to enhance these relationships and I look to each institutional president and their executive committees to make certain that this happens.

Restructure of Campaign and Allocations

After much deliberation and study, we decided to rearrange

our allocation process in order to strengthen our campaign. Hopefully, this will encourage the major recipients to be more involved in the budgeting process and raise their own consciousness concerning the campaign. It is now obvious that everyone has to give more of themselves to ensure a successful campaign.

Cash Collections

Due to the tireless efforts and strong follow-through of Ruth Goldberg, we no longer have a cash collection problem. Her tremendous commitment has paid off. In 1980, our cash collection percentage was 85 percent, in 1986 it is 98 percent.

Outreach

Because of the efforts of Ruth Goldberg and Marvin Bienstock the outreach concept has flourished and another important dimension has been added to the community. As a constantly growing community, outreach is the vehicle that allows all the institutions to offer a constant stream of opportunities for involvement. More than 70 families joined temples this spring as a result of outreach.

Social Services

Through the professional efforts of our Director, Adrienne Rosenberg, and the perseverance and dedication of Bobbi

Bernstein as chair, we have developed a Social Service agency second to none for a community of our size. I know this trend will continue under the strong leadership of Joel Goldman and his experienced committee.

I am equally pleased with the great strides we have made with our Community Relations Committee (CRC), Missions, Jewish Education and our newly formed Jewish Community fund.

In particular, I want to comment on the achievements of Women's Division. The many dedicated, hard working and skillful volunteers have elevated Women's Division to a proper place of prominence. In addition to its success in raising dollars, Women's Division has been equally successful in raising Jewish consciousness and in developing a powerful corp of leaders who have already begun to move out and benefit a number of institutions and organizations through their abilities.

The past two years have been filled with great challenges, excitement, fun and support by dedicated people and good friends. I will miss those exciting times, and I thank you for this gift of opportunity which has added such an important dimension to my life.

The Community Relations Committee
Of The
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