



Will we rise to meet
the challenge?
Together, we will.



REOPENING KIT



MILWAUKEE
JEWISH FEDERATION

We find ourselves at a historic moment in time that will define us for years to come. Future generations will look back and measure the character of our community and of our leadership. They will measure us by the standard of a 2,000-year-old Talmudic mandate: *Kol yisrael arevim zeh bazeh*, All Jews are responsible for one another.

Will we rise to meet the challenge? We have, and we will.

In the last century, you and those who came before you, fought rising antisemitism in Germany and here in Milwaukee. You resettled immigrants who fled the threat of WWII, and then embraced the Survivors with open arms. You helped build the State of Israel, opened our homes and our hearts to Russian refugees, and airlifted Ethiopians to safety.

More recently you have protected the security of our Jewish community and tackled the impact of apathy and lack of engagement in Jewish life. Now, we are called upon again, this time to ensure a vibrant Jewish community when we emerge from the pandemic.

We were built for this moment: taking collective action to tackle our community's most devastating and seemingly intractable challenges.

As Milwaukee's center for Jewish philanthropy, we draw on our deep expertise in community planning, allocations, and financial resource development. We've created a direct, multi-faceted, well-resourced, strategic, and community-wide approach to our community's unimaginable needs.

Great needs present great opportunities for making a difference through philanthropy. We're honored to present a comprehensive philanthropic proposal for your consideration. We respectfully request that you consider a meaningful increase to your gift to the Milwaukee Jewish Federation.

Because together, with your support, we will rise to meet the challenge and ensure the future of Jewish Milwaukee.

With warmest regards.





Decade after decade, over centuries and millennia, Jews have embraced the blessing and the responsibility of caring for one another. What will future generations say when they look back at this defining moment in Jewish life? Will they say we rose to the challenge?

THE TIME IS NOW.

In the last several months, life as we know it has changed dramatically and in unimaginable ways. We find ourselves confronting what may be the greatest test of the Jewish people in our lifetimes.

We're facing a crisis that has blanketed the world, affecting virtually every nation, economy, institution and individual. Here in Milwaukee, every Jew's life has been affected — whether they're missing the touch of friends and loved ones, or they're struggling to maintain their food, shelter and medication. We have also seen every Jewish institution suffer as well. None will emerge unharmed, and some will not emerge at all.

The challenges we face are immeasurable and so are the strength of spirit and the generosity of Milwaukee's Jewish community. Now is the time for us to rise to the challenge of caring for the needs of the Jewish people and securing a vibrant, if changed, Jewish future.



WELCOME
BACK



Extraordinary Times. Existential Challenges.

The times are unparalleled, as is their impact on Jewish life. We face existential challenges that threaten the very viability of our Jewish community.



JEWES LIVING IN OUR OWN NEIGHBORHOODS ARE STRUGGLING TO PAY FOR FOOD, FIGHTING TO HOLD ONTO THEIR HOMES, AND SUFFERING FROM MENTAL HEALTH CRISES ASSOCIATED WITH THE PANDEMIC.

“MANY, MANY FAMILIES ARE FACING CATASTROPHE. THIS IS ACTUALLY THE CALM BEFORE THE STORM.”

JEWISH SOCIAL SERVICES PROFESSIONAL

“MY MOTHER SAID SHE DOESN'T WANT TO LIVE IF SHE CAN'T SEE HER FAMILY.”

DAUGHTER WHOSE MOTHER WAS HOSPITALIZED WITH DEPRESSION

OUR JEWISH ORGANIZATIONS ARE FIGHTING TO SUSTAIN AND ADAPT THEMSELVES SO THEY CAN CONTINUE TO PROVIDE THE SERVICES OUR PEOPLE DEPEND ON, FROM JEWISH ENGAGEMENT TO SPIRITUAL SUPPORT TO HUMAN SERVICES.

“PEOPLE ARE AFRAID TO WALK THROUGH OUR DOORS, SO I DON'T KNOW WHERE THE REVENUE IS GOING TO COME FROM.”

JEWISH COMMUNAL PROFESSIONAL

“WE CAN ONLY PLAN THINGS OUT ABOUT TWO WEEKS AHEAD. THAT'S JUST NO WAY TO OPERATE.”

JEWISH COMMUNAL PROFESSIONAL

JEWISH COMMUNITY AS WE KNOW IT IS AT RISK. SOCIAL DISTANCING AND THE INABILITY TO PAY FOR JEWISH LIFE HAS WEAKENED MANY PEOPLE'S CONNECTIONS TO THEIR COMMUNITY WHEN THEY NEED IT MOST. AND, MANY JEWISH ORGANIZATIONS HAVE LOST SUSTAINING SOURCES OF REVENUE MAKING THEIR VIABILITY UNCERTAIN.

“WE'VE BEEN MEMBERS OF OUR SYNAGOGUE FOR OVER 50 YEARS, BUT NOW I NEED TO DECIDE BETWEEN PAYING MY MORTGAGE AND PAYING OUR DUES.”

FORMER SYNAGOGUE MEMBER

“I HAVEN'T TAKEN A SALARY SINCE THIS ALL STARTED. I DON'T KNOW IF WE WILL EVER OPEN OUR DOORS AGAIN.”

JEWISH COMMUNAL PROFESSIONAL



ANNUAL CAMPAIGN 2021

Sustaining Support for Our Jewish Community

OUR PARTNERS

The Milwaukee Jewish Federation's Annual Campaign is the lifeblood of our partner agencies. They rely on these dollars because they are unrestricted, the most difficult kind of dollars to find. Our partners can use these funds to meet their greatest needs—from keeping their lights on to paying for their employees' health insurance—at a time when other sources of revenue have evaporated.

FEDERATION

While the majority of Annual Campaign funds are distributed to partners locally, in Israel and overseas, some of the funds are distributed to the Milwaukee Jewish Federation. These funds are essential for our community and our organization. They fuel our fundraising activities and our community planning work—the critical functions that are helping our local Jewish community respond, recover and rebuild from COVID-19.



ANNUAL CAMPAIGN 2020 ALLOCATIONS

Local Allocations	
Bader Hillel Academy	221,179
BBYO - Wisconsin Region	69,636
Congregational School Initiative	20,000
Harry and Rose Samson Family JCC	994,560
Hillel Foundation - UW Madison	57,695
Hillel Milwaukee	109,259
Human Services Grants	77,570
Interfaith Conference of Greater Milwaukee	10,680
Jewish Beginnings Lubavitch Preschool	94,553
Jewish Education Innovation Grants	20,000
Jewish Family Services	505,149
Milwaukee Jewish Day School	507,021
Ovation Communities	21,046
Yeshiva Elementary School	107,023
Total Local Allocations	2,815,371
Israel and Overseas Allocations	
Israel Center/Local Impact	535,815
Overseas Allocations	
JAFI/JDC	864,215
Partnership2Gether Grants	110,000
	151,090
Total Israel and Overseas Allocations	1,661,120
Milwaukee Jewish Federation Allocation	
Direct Programs and Services	255,804
Operations	1,270,526
Total Milwaukee Jewish Federation Allocation	1,526,330
Other Allocations	
Capital Finance Model	32,305
Jewish Federations of North America	223,467
National Jewish Organizations	21,807
Reserve for Unpaid Pledges (2.5% of pledges)	169,600
Total Other Allocations	447,179
Total Annual Campaign 2020 Allocations	6,450,000

ANNUAL CAMPAIGN IMPACT

Together, we are hard at work, 24 hours a day, 365 days a year, in Milwaukee, in Israel, and in more than 70 countries. **Your gift joins thousands of other gifts, making the kind of impact you just can't make on your own.**

CARING FOR PEOPLE IN NEED

Your gift enables Jewish social service organizations to care for those struggling with aging, disability, mental health, poverty, and hunger—right next door and around the world.

BUILDING JEWISH IDENTITY

Your gift touches almost every Jewish school, agency, synagogue, and program that connects our children to Jewish life and Jewish values. This investment in our children, from birth through college, will help our Jewish community stay vibrant for years to come.

PURSUING A JUST WORLD

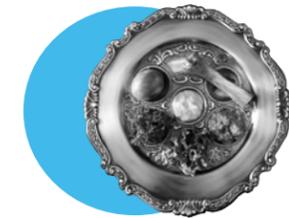
Your gift helps us build bridges with the greater community, tackle antisemitism, and work toward a just, compassionate, and safe world for all people.

CREATING ISRAEL CONNECTIONS

Your gift supports programs that improve life in Israel and in programs that bring Israel to Milwaukee, to develop understanding between the people of both communities and to enhance Jewish identity.

DEVELOPING FINANCIAL SUPPORT

Your gift allows us to meet today's needs and build a financially stable Jewish community through our Jewish Community Foundation.





THE FUND FOR JEWISH MKE



COVID-19: Respond. Recover. Rebuild.

As the center for Jewish philanthropy in Milwaukee, we are leading our Jewish community's response to the coronavirus pandemic. We have launched a \$3 million fundraising campaign called The Fund for Jewish MKE, a centralized source of support to benefit our whole local Jewish community. Every new dollar donated to The Fund for Jewish Milwaukee will be matched by 50% by Jewish Federations of North America.

Your donation to The Fund will offer critical help to our people—from caring for our elders to feeding the hungry. You'll also give much needed assistance to Jewish organizations that need our help now, and over the coming months, so our Jewish community comes out of this moment as strong as ever.

EXAMPLES OF OUR RESPONSE

- Tax and legal consultation resulting in \$10 million in SBA loans and grants flowing into Milwaukee-area Jewish organizations.
- Crisis funds for essential needs of individuals and families.
- Meals delivered to seniors, adults with disabilities and low-income families.
- Rolling carriage to move caskets safely and with dignity given the limited number of mourners at graveside funerals.

EXAMPLES OF OUR RECOVERY EFFORTS

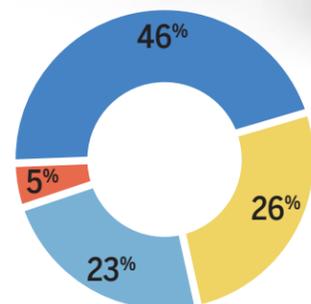
- Reopening supplies purchased in bulk for every local Jewish organization (masks, thermometers, hand sanitizer, etc.).
- Assistance to Jewish organizations in managing change through financial modeling and scenario planning.
- Technology to help schools operate remotely in the 2020-21 school year.
- In-home adaptations for religious school.

A STRONG START

So far, hundreds of thousands from The Fund have been invested in an immediate response to the crisis and in efforts to recover and reopen.

Our guiding principles

- Be responsible stewards of community dollars.
- Prioritize needs.
- Focus on our unique ability to make an impact.
- Envision a vibrant Jewish future.



Emergency Funds for Organizations
Primarily directed by donor to specific organizations to meet their most urgent needs.

Emergency Funds for People
Food, emergency loans and funds to avoid eviction, maintain utilities, pay medical bills and other crisis needs.

Equipment
PPE, technology for remote education and worship, cleaning equipment and supplies.

Professional Services for Organizations
Securing federal loans/grants (over \$10M), financial planning, change management.



LOOKING TO THE FUTURE

Our response and recovery work has only just begun, and we know the most difficult work is yet to come. That's why we are already anticipating and planning for the need to rebuild our community. We are asking the difficult questions:

- * How will we ensure that our community will continue to be vibrant and engaging?
- * How can we ensure that vital services continue?
- * What creative solutions can we find to help our organizations manage massive financial challenges that outstrip our resources?
- * How can we ensure the safety and sustenance of our people?

We specialize in creative solutions to seemingly intractable problems. But the solutions depend on understanding the resources available. That's why your commitment is so critical. The decisions we make today will impact Jewish Milwaukee beyond this pandemic. They will define our future: whether we have the Jewish resources to attract new families and to keep our current community intact.

LEGACY GIFTS

Imagine a gift that would last forever.

While we address immediate and urgent needs, we can't forget about our collective future. You have invested in this community for years, and without your philanthropic support, our community will be diminished. A legacy gift demonstrates your belief in the continuity of Jewish life for generations to come. And, times of crisis underscore the need for our community to have a stable financial future. Much of the funding for our Annual Campaign and our COVID-19 response comes from endowed gifts.



"IT'S IMPORTANT TO ME THAT MY FINANCIAL SUPPORT OF THE JEWISH COMMUNITY IS NOT LIMITED BY MY LIFESPAN. I WANT TO BE PART OF PERPETUATING THIS EXCELLENCE OF CARING FOR THE JEWISH COMMUNITY. I WANT IT TO CONTINUE TO BE HEALTHY, THRIVE, AND EVOLVE LONG AFTER MY LIFETIME."

IDY GOODMAN

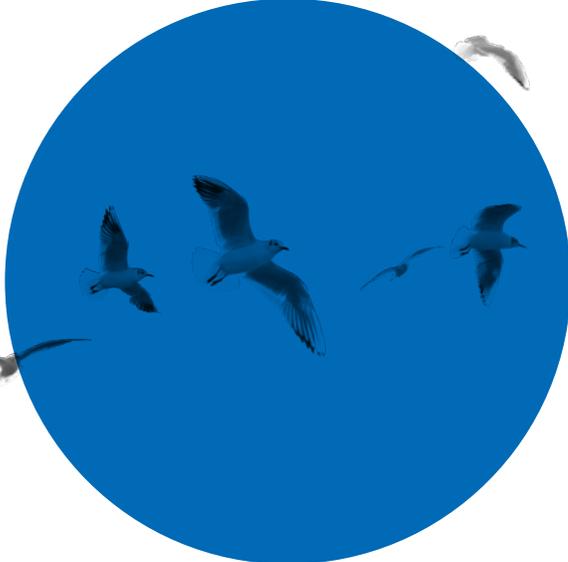
"WE HOPE OUR LEGACY GIFT WILL REINFORCE THE IMPORTANCE OF PERPETUATING OUR HERITAGE AND ENSURE THAT THE MILWAUKEE JEWISH FEDERATION WILL BE HERE, ENHANCING OUR COMMUNITY, FOR MANY GENERATIONS."

MARVIN AND MARLENE LAUWASSER

"WHEN I THINK ABOUT THE FUTURE, I WANT TO ENSURE THAT OUR COMMUNITY REMAINS STRONG FOR MY GRANDCHILDREN AND THEIR GRANDCHILDREN. I WANT TO BE SURE THAT WE WILL CONTINUE TO CARE FOR ONE ANOTHER. I MADE A BEQUEST TO THE MILWAUKEE JEWISH FEDERATION TO ENDOW MY ANNUAL CAMPAIGN GIFT TO FULFILL THESE HOPES FOR THE FUTURE."

MARK BRICKMAN





Make it Last Forever.

Endow Your Annual Campaign Gift Today for a Strong Tomorrow.

The pandemic has reminded us that we never know what tomorrow will bring. As a major donor to the Milwaukee Jewish Federation, you have been an essential partner in preserving the strength and vibrancy of our Jewish community. During this extraordinary time, we hope to partner with you even more closely, so you can support the causes closest to your heart—not just now, but always.

We invite you to consider endowing your Annual Campaign gift. Endowments are funds that can permanently sustain something important to you, in this case the Federation and the causes it supports.

A gift that lasts forever
Only a percentage of the fund balance is given away each year so, with a sufficient investment, **your endowment ensures your annual support for our community will continue forever in its entirety.** For example, many women choose to endow their annual Lion of Judah gift of \$5,000 or more with a Lion of Judah Endowment, which begins with an endowment gift of \$118,000.

A gift with many benefits

Contributions to an endowment qualify for charitable income tax deductions and may reduce gift or estate taxes. You can make additional gifts after the endowment is established. Your endowment can be named after you, or in honor or memory of a loved one, creating an everlasting statement of your values.

A gift with options

You can establish an endowment by making a donation of cash, securities, real estate, life insurance or other property now, or as a planned gift through your will, trust or retirement account.

Please consider taking this next step with the Federation so you can rest assured you have done everything in your power to provide a vital safety net for Milwaukee's Jewish community not just now, but in perpetuity.

The Jewish Community Foundation's staff can work with you and your financial and legal advisors to ensure establishing your endowment is quick, simple and, most of all, highly meaningful. For more information, please contact Mitch Moser, Jewish Community Foundation Executive Director, at MitchM@MilwaukeeJewish.org or (414) 390-5718.



2021
Annual Campaign
MILWAUKEE
JEWISH FEDERATION

RISE TO MEET THE CHALLENGE

Times change but our mission endures: Caring for the needs of the Jewish people and building a vibrant Jewish future since 1902.

Moshe Katz, Board Chair

Judy Coran, Annual Campaign Chair

Cheryl Moser, Women's Campaign Chair

Greg Marcus, Chair, Board of Trustees, Jewish Community Foundation

Sara Hermanoff, Co-chair, COVID-19 Community Response Team

Joan Lubar, Co-chair, COVID-19 Community Response Team

Miryam Rosenzweig, President and CEO

Mitch Moser, Executive Director of the Jewish Community Foundation

Julie Schack, Vice President of Philanthropy

Milwaukee Jewish Federation

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MILWAUKEE
JEWISH FEDERATION

