

Jewish Federation of Metropolitan Detroit



Annual Report  
2017-2018  
5777-5778

# 2017-2018 Federation and Foundation Executive Committees

## 2017-2018 Federation Executive Committee

Beverly B. Liss	President
Michael Eizelman	Vice-President
Terri Farber	Vice-President
Ron Klein	Vice-President
Larry Lax	Vice-President
Joshua F. Opperer	Vice-President
Gary Torgow	Vice-President
Lee Hurwitz	Treasurer
Jeff Schlussel	Secretary
Scott Kaufman	Executive Secretary
James Bellinson	At-Large
Lisa Lis	At-Large
Marty Maddin	At-Large

## 2017-2018 Foundation Executive Committee

Alan Jay Kaufman	President
Dennis Bernard	Vice-President
Ralph Gerson	Vice-President
Warren Rose	Vice-President
Karen Sosnick Schoenberg	Vice-President
Steven Weisberg	Vice-President
Alan Zekelman	Vice-President
Scott Eisenberg	Treasurer
Scott Kaufman	Secretary
Paula Goldman-Spinner	At-Large
Gregg L. Orley	At-Large



This year, we are excited to unveil a new Federation theme. Come Together is a celebration of the unity and cohesiveness that makes metro Detroit one of the most vibrant and enduring Jewish communities to be found anywhere.

It also reflects an important aspect of the work we do as the central resource for Jewish life and welfare.

Now more than ever, the Jewish Federation is uniting organizations from across the community to dream, plan and build for the good of everyone. Together, we are creating new programs, processes and technologies to ensure the health and welfare of the community. You will see examples of this on the pages of this report, along with our key financial reports and an overview of our mission and areas of impact.

This important work is only possible through the extraordinary generosity of our donors and volunteers, whose passion and commitment fuels our efforts.

On behalf of the community, we are grateful for all you have done.

**Beverly B. Liss**  
President  
Jewish Federation of Metropolitan Detroit

**Alan Jay Kaufman**  
President  
United Jewish Foundation of Metropolitan Detroit

**Scott Kaufman**  
Chief Executive Officer  
Jewish Federation of Metropolitan Detroit

## PROJECTED CAMPAIGN ACHIEVEMENT

2018 Annual Campaign	\$32,200,000
2018 Susie & Norman Pappas Challenge Fund	3,616,106
Shrinkage Allowance	(862,500)
Prior Year's Over Achievement	500,000

<b>Total Projected Campaign Achievement</b>	<b>\$35,453,606</b>
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### ALLOCATIONS

#### Israel & Overseas

JAFI/JDC/ORT Core Support	\$6,895,130
Elective Programs/Challenge Fund Grants	1,272,000
JFMD Israel and Overseas Services	506,694
Donor Designations	236,000

<b>Total - Israel &amp; Overseas</b>	<b>\$8,909,824</b>
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#### Local Agencies and Programs

##### JEWISH EDUCATION AND IDENTITY

Farber Hebrew Day School	\$ 449,829
Hillel Day School	655,266
Yeshiva Beth Yehudah	950,729
Yeshiva Gedolah of Greater Detroit	106,488
Yeshivas Darchei Torah	320,265
Day Schools	42,500
Congregational School Funding	450,271
BBYO	80,088
Tamarack Camps	632,662
Hillel of Metro Detroit	185,186
MSU Hillel/Michigan Jewish Conference	224,890
HCAM	100,409
U-M Hillel	177,013
Jewish Community Center	1,677,459
JCC Education Department	986,049
Mission Subsidies	110,000

<b>Total - Jewish Education &amp; Identity</b>	<b>\$7,149,104</b>
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#### COMMUNITY SERVICES

Hebrew Free Loan	\$ 161,693
Jewish Community Relations Council/AJC	334,483
Jewish Family Service	2,827,839
Jewish Senior Life	671,203
JVS	1,369,770
Foundation for our Jewish Elderly	230,439
In-Home Support Services	18,750

<b>Total - Community Services</b>	<b>\$5,614,177</b>
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### ADDITIONAL LOCAL SUPPORT

Community Security Program	\$ 353,075
Other Direct Services	630,276
Agency Incentive Grants from Super Sunday	3,318
Community Development/Engagement	806,400
Strategic Planning & Partnerships	375,670
Support Services	1,619,000
Agency Support to Cover Rent for UJF Facilities	4,000,000
Real Estate Centralization Costs	280,000
Campaign Expenses	117,068
Capital Needs Grants	1,200,000
Endowment Fund Matching Grants	1,350,000
Campaign Reserve	100,000
Designations	1,334,926

<b>Total - Additional Local Support</b>	<b>\$12,169,733</b>
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<b>Total - Local Agencies and Programs</b>	<b>\$24,933,014</b>
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#### National Agencies/Central Services

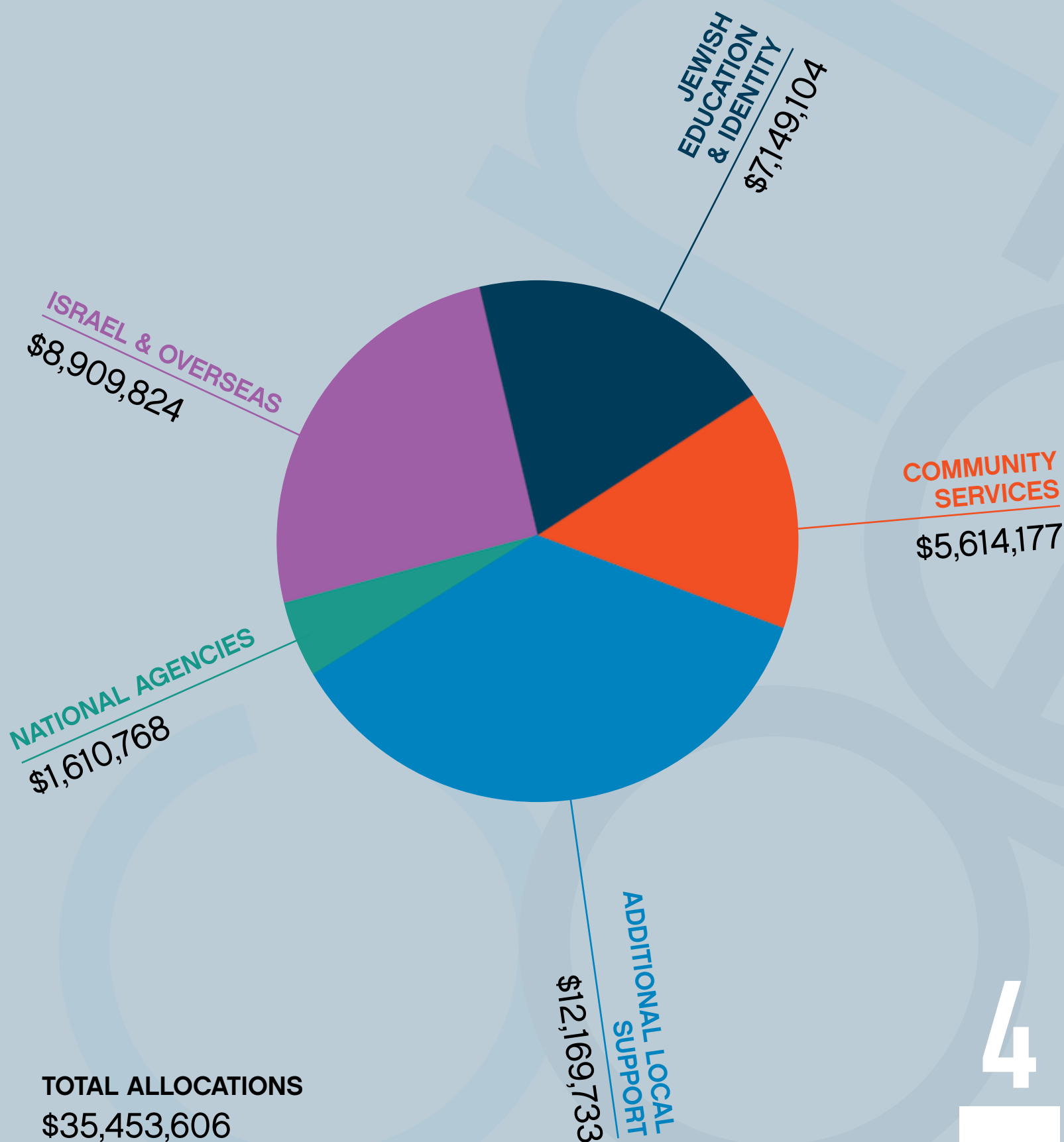
JFNA Dues	\$1,183,432
Birthright Israel	215,790
National Federation Alliance	186,000
Anti Defamation League	10,875
National Central Services	14,671

<b>Total - National Agencies/Central Services</b>	<b>\$1,610,768</b>
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<b>Total - Israel &amp; Overseas, Local Agencies and Programs and National Agencies/Central Services Allocations</b>	<b>\$35,453,606</b>
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JEWISH FEDERATION OF METROPOLITAN DETROIT

2018-2019 Allocations: Annual Campaign and  
Susie & Norman Pappas Challenge Fund



# OVERALL SUPPORT

CAMPAIGN SUPPORT						
	ANNUAL CAMPAIGN	CHALLENGE FUND	RENT SUPPORT	TOTAL CAMPAIGN	ENDOWMENT DISTRIBUTIONS	CENTENNIAL FUND DISTRIBUTIONS
1. BBYO	\$ 68,652	\$ 11,436	\$ 18,328	\$ 98,416	\$ 12,892	\$ -
2. FARBER HEBREW DAY SCHOOL	321,165	128,664	244,496	694,325	424,008	27,880
3. FRANKEL JEWISH ACADEMY	-	-	-	-	424,645	20,284
4. TAMARACK CAMPS	439,864	192,798	1,186,515	1,819,177	257,495	61,866
5. HEBREW FREE LOAN	130,244	31,449	3,006	164,699	33,264	46,954
6. HILLEL DAY SCHOOL	538,951	116,315	-	655,266	447,476	79,356
7. HILLEL OF METRO DETROIT	150,709	34,477	-	185,186	25,000	-
8. MSU HILLEL/MICHIGAN JEWISH CONFERENCE	276,911	48,388	51,086	376,385	107,253	100,000
9. U-M HILLEL	147,310	29,703	111,019	288,032	122,480	98,268
10. JEWISH SENIOR LIFE	440,106	231,097	402,340	1,073,543	1,466,160	542,868
11. JEWISH COMMUNITY CENTER	2,375,363	288,145	1,503,874	4,167,382	1,214,658	34,182
12. JEWISH COMMUNITY RELATIONS COUNCIL / AJC	279,746	54,823	11,455	346,024	4,724	-
13. JEWISH FAMILY SERVICE	2,415,745	412,094	155,248	2,983,087	465,811	528,510
14. JVS	1,190,577	179,193	297,559	1,667,329	339,155	64,409
15. YESHIVA BETH YEHUDAH	764,084	186,645	15,073	965,802	530,779	242,326
16. YESHIVA GEDOLAH OF GREATER DETROIT	86,891	19,597	-	106,488	55,523	7,096
17. YESHIVAS DARCHEI TORAH	271,078	49,187	-	320,265	136,535	41,768
COMMUNITY WIDE SECURITY PROGRAM	353,075	-	-	353,075	-	-
JEWISH FEDERATION DIRECT PROGRAM SERVICES	5,376,232	1,240,340	-	6,616,572	(1,599,189) <sup>[1]</sup>	-
CAPITAL NEEDS GRANTS	1,200,000	-	-	1,200,000	-	-
OTHER LOCAL AGENCIES	775,205	76,755	-	851,960	-	-
ISRAEL AND OVERSEES	8,673,824	236,000	-	8,909,824	-	-
NATIONAL AGENCIES	1,606,768	4,000	-	1,610,768	-	-
	\$27,882,500	\$3,571,106	\$4,000,000	\$35,453,606	\$4,468,669	\$1,895,767

[1] Reduction of \$1,599,189 relates to the support of the Millennium Fund matches and the Foundation for our Jewish Elderly included in both campaign support and endowment income.

[2] Reduction of \$1,200,000 relates to the capital needs allocations included in both campaign support and capital needs grants.

[3] Other grants includes distributions from the general fund, and outside grants facilitated with the assistance of the JFMD grant writers.

While the Annual Campaign remains central to our fundraising efforts, the Federation and Foundation provide support to our agencies from a variety of additional sources.

The following represents the support provided to local and overseas agencies during the past year (2017-2018).

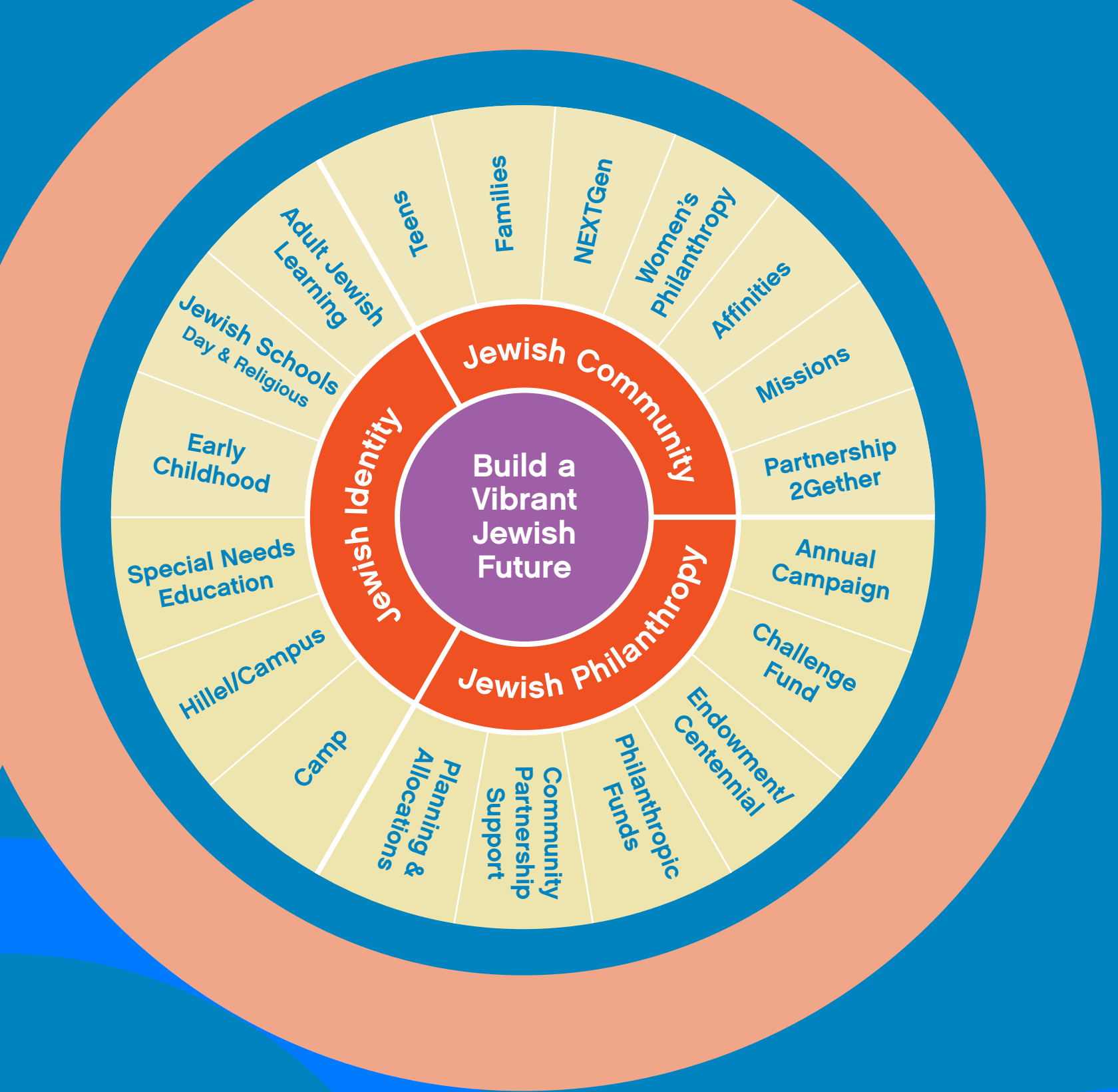
## OTHER SUPPORT

CAPITAL NEEDS GRANTS	REAL ESTATE CENTRALIZATION GRANTS	CONSTRUCTION PROJECT GRANTS	STATE OF MICHIGAN GRANTS	OTHER GRANTS	JWF GRANTS	DAF GRANTS	TOTAL OTHER SUPPORT	GRAND TOTAL JFMD & UJF SUPPORT
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,800	\$ 17,692	\$ 116,108
-	64,442	3,081,063	-	189,200	-	244,800	4,031,394	4,725,718
-	-	-	-	1,000	-	109,629	555,558	555,558
500,988	80,385	3,394,365	-	-	20,000	168,514	4,483,613	6,302,791
-	-	-	-	-	-	167,250	247,468	412,167
-	30,701	-	-	500	-	141,946	699,979	1,355,245
-	-	-	-	-	-	42,500	67,500	252,686
24,107	3,492	-	-	500	10,000	61,350	306,703	683,088
20,000	7,681	-	-	-	-	81,280	329,709	617,742
59,150	-	-	-	317,000	10,000	198,978	2,594,156	3,667,699
227,668	103,110	94,558	59,932	187,792	70,000	185,815	2,177,715	6,345,096
-	-	-	-	-	-	10,639	15,363	361,388
9,684	8,729	78,988	1,108,597	150,000	66,000	186,786	2,603,104	5,586,191
113,228	33,774	-	1,370,997	50,000	-	17,650	1,989,213	3,656,542
-	-	-	-	75,000	-	227,070	1,075,175	2,040,977
-	-	-	-	17,000	-	-	79,619	186,107
-	-	-	-	70,500	-	11,400	260,203	580,468
-	-	-	-	-	-	-	-	353,075
-	(280,000)	-	-	-	-	-	(1,879,189)	4,737,383
(1,200,000) <sup>[2]</sup>	-	-	-	-	-	-	(1,200,000)	-
-	-	-	-	-	-	-	-	851,960
-	-	-	-	-	-	-	-	8,909,824
-	-	-	-	-	-	-	-	1,610,768
\$ (245,175)	\$ 52,315	\$6,648,974	\$2,539,526	\$1,058,492 <sup>[3]</sup>	\$176,000	\$1,860,407	\$18,454,974	\$53,908,580



**CORE AREAS  
OF IMPACT 2018**





In Detroit, Israel and Around the World

## OUR MISSION

The Jewish Federation of Metropolitan Detroit is the cornerstone of our Jewish community. We are committed to taking care of the needs of the Jewish people and building a vibrant Jewish future in Detroit, in Israel and around the world.



## Taking Care of Those In Need

Providing for the well-being of the most vulnerable members of our community is a core value of our Jewish heritage and one of the fundamental aspects of Federation's mission to serve the Jewish community. The range of services offered through our family of partner agencies is extensive, and now includes JHELP, a website and phone number that make it easier for individuals to get the assistance they need (see page 13), and We Need to Talk, a new program designed to address the crisis of anxiety, depression and other mental health issues among young people (see page 14).

Federation also stands ready to respond to disasters and urgent needs as they emerge. We are here to ensure the security and stability of our community, as well as to take care of those whose lives are affected in times of crisis, whether it means securing emergency resources, coordination of services or direct response to critical issues.

# Building a Vibrant Jewish Future



Make Your  
EPIC IMPACT



In addition to taking care of those in need, we also strive to ensure a strong and vibrant Jewish future for our entire community. This encompasses the work of strengthening Jewish identity through all ages and stages of life—Jewish pre-schools, summer camps, congregational schools, adult education courses and more. It also means building and sustaining Jewish life here in Detroit, in Israel and throughout the world. Federation remains deeply committed to Jewish engagement and, in particular, has led a revitalization of millennial and 'Gen X' engagement in the Detroit area. Finally, we remain focused on growing Jewish philanthropy through our Annual Campaign, Centennial Fund and a variety of other sources of support that help us secure the long-term future of our community.



# Strengthening Jewish Identity

Jewish education and identity are the foundation of a strong Jewish community. Our Jewish values, heritage and culture are shaped through a variety of educational and identity-building outlets that emphasize not just personal growth and learning, but also the central role of community in our religious tradition. The Jewish Federation works to strengthen Jewish identity through its support for our JCC, schools, congregations and agencies, as well as through a variety of direct service programs.

## Programs and services include:

- Hebrew Day Schools and Congregational Education Programs
- Adult Jewish Education—including FedEd and Melton at the JCC
- Early Childhood Education
- Special Needs Education—including Opening the Doors at the JCC
- Hillels on Campus
- Jewish Camping Experiences—including Tamarack and JCC camps
- Professional Development for Jewish Educators
- BBYO and other Jewish Youth Group Program Support
- Israel Experiences





## Israel@70

Marking the 70th year of Israel's Statehood, the Jewish Federation and the Jewish Community Center—in partnership with GM River Days and the Detroit RiverFront Conservancy—hosted over four thousand Jewish Detroiters for an exclusive GM River Days preview event on a beautiful June afternoon and evening. Guests enjoyed carnival rides, games and family activities along with Israeli cuisine, live music and dancing. Community partners included more than 30 local congregations and Jewish organizations, united under a single festive tent, while on the bandstand musical acts included Sheldon Low of Songleader Boot Camp' fame and Capaim, a high-energy Israeli band. Infused with our community's tremendous passion and commitment for our Jewish homeland, Israel@70 was truly an event to remember. Special thanks goes to the Susie and Norman Pappas Challenge Fund, which helped make this amazing event possible.





## JHELP

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A recent Jewish Fund survey revealed that many individuals in our community do not understand the distinctions between our various social service agencies, and others are unaware of the services that are available. This presents a fundamental challenge in our ability to reach and serve those in need of assistance.

Our solution is JHELP, a single connection point for those seeking support. With one call or visit to our site, community members will be guided to whatever assistance is necessary, whether it be crisis support, long-term case management or any other service. JHELP connects users directly to the Resource Center at Jewish Family Service, where professionals are ready to assist individuals in need.

The site offers several ways to contact the Resource Center, including email and live online chat. Resource Center staff will respond and coordinate follow-up activities in conjunction with Jewish agencies throughout the community.

**Jhelp.org**  
**1833-44J-HELP (1-833-445-4357)**





Community

## We Need to Talk

In response to the growing incidences of depression, anxiety and other mental health issues among young people, the Jewish Federation launched **We Need to Talk**, a community-wide initiative focused on raising awareness and providing tools and resources for those in need of care. The program includes in-depth training, community lectures and a website for young people, parents and family members, teachers and other professionals. By bringing this issue into the light – and telling our stories – we can lift the stigma associated with mental health challenges and begin to address the problems we face as a community.

Learn more at [wn2t.org](http://wn2t.org).



2017-2018 SPOTLIGHT

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# Building Jewish Community

Supporting and strengthening Jewish community remain at the core of Federation's work. This encompasses both our local community in metro Detroit, now over 100 years old and still one of the most vibrant to be found anywhere, as well as our broader Jewish community across the nation, in Israel and throughout the world.

## **Federation's Community-Building Programs Include:**

- **NEXTGen Detroit:** Serving as the hub of a vibrant and dynamic Jewish community for young adults in Metro Detroit, NEXTGen Detroit is the connector for all things young and Jewish.
- **Women's Philanthropy:** For 70 years, Women's Philanthropy has empowered women of all ages through education, volunteerism and fundraising efforts.
- **Affinities:** Custom programming to engage unique demographics and groups within the Detroit Jewish community, such as physicians, 'Gen-Xers,' and interfaith couples.
- **Leadership Development:** Dynamic training and educational programs to create and sustain a cadre of community leaders to meet the challenges of today and tomorrow.







## NEXTGen Cabinet

Cabinet is Jewish Federation of North America's (JFNA) elite leadership-training program for people between the ages of 30 and 40. It attracts the best and the brightest leaders of the Jewish community from across the country. Participants are given unique opportunities to deepen their relationship with the Detroit Federation and its 17 partner agencies through educational, social and fundraising experiences. In addition, Cabinet members travel abroad each year to deepen their knowledge of Federation's impact worldwide so they can be more effective leaders, advocates and storytellers in their home communities.

The Cabinet program has been going strong for 55 years and has trained and inspired over 4,000 young adults since it began. This year, 19 passionate and invested young Detroiters will make up its National Young Leadership Cabinet delegation, the largest amount our community has ever had in a single year.

## Together



## Women's Philanthropy Signature Event

Women's Philanthropy hosted its annual Signature Event, bringing together over 500 participants to support the Annual Campaign and celebrate the strength and impact of Jewish women in our community. The event featured comedian Susie Essman, better known as Susie Green in HBO's long-running series *Curb Your Enthusiasm*, as well as an emotional presentation that highlighted Federation's transformative work throughout Jewish Detroit. Collectively, Women's Philanthropy raised \$600,000 at the event, bringing in 60 new donors and inspiring over 200 women to increase their donations.

Once again, the Signature Event demonstrated the extraordinary power of Women's Philanthropy, a longstanding leader in Federation's campaign, outreach and engagement efforts.



# ETNER

## THE CENTENNIAL FUND



**Nanci and David Farber**



**Doreen and David Hermelin**

## Securing Our Future

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The Jewish Federation Centennial Fund is the primary endowment fund for securing our community's future and will provide for the welfare and continuity of Jewish life in Detroit for the next 100 years. With a goal of \$250 million, this fund will enable us to provide for our fellow Jews in Detroit, in Israel and throughout the world. It will impact the full range of Jewish needs and experiences, including social welfare, Jewish identity and education and Jewish life around the world. It also supports the Perpetual Annual Campaign Endowment (PACE), a critical fund that ensures that ongoing needs are met regardless of changing circumstances from year to year.

This was another extraordinary year for the Centennial Fund. To date, we have received 147 commitments totaling \$218 million to support the long-term health and security of our community.

Thanks to the support of our generous donors, we are in sight of reaching and surpassing this ambitious and transformative goal.

# Federation is

# TO

## Affinities

The Jewish Federation Affinities Department creates meaningful touch points for like-minded groups through creative programming for under-engaged community members. This engagement leads to an increased or deeper connection to the community and commitment to Jewish philanthropy.

## Farber Hebrew Day School

We provide a Judaic Studies and college preparatory program in a Modern Orthodox, Zionist environment that nurtures personal and intellectual growth, social and moral responsibility and a strong sense of self for each student.

## American Jewish Joint Distribution Committee

We are the world's leading Jewish humanitarian assistance organization, working in more than 70 countries and Israel to rescue Jews at risk, to bring relief to Jews in dire need and to renew Jewish community life in areas where it has not been allowed to flourish.

## Birthright Israel-Taglit

We seek to increase the annual number of Jews visiting Israel by providing the gift of first-time educational trips to the Holy Land for thousands of mostly unaffiliated Jewish young adults.

## BBYO

We shape our community's next generation of leaders by positively impacting the lives of Jewish teens in Metro Detroit, providing them with meaningful Judaic, social justice and leadership development programming.

## Jewish Education

We ensure that the local community receives the highest quality Jewish education and identity building services by creating, planning and convening programs and engaging the community and its leadership. The community also offers scholarships to ensure that children who need assistance have access to Jewish education through congregational and/or afternoon Jewish school programs.

## Frankel Jewish Academy

We immerse our students in high-caliber academics and Jewish thought and help them develop a passion for arts and athletics. Our graduates move into the world as literate Jews, educated young adults and committed Zionists.

## Hebrew Free Loan

We provide Jewish community members with interest-free business, educational and personal loans that help them establish businesses, afford college, cover medical and dental expenses, adopt children, celebrate weddings and handle emergency situations.

## Hillel Campus Alliance of Michigan

We provide meaningful Jewish experiences and connection for students on nine college campuses throughout the state of Michigan, under the auspices of MSU Hillel.

## Hillel Day School

We inspire a passion for learning, responsibility and community — and devotion to Jewish living — in a warm and engaging environment for all Jewish families wishing to provide their children with an outstanding Jewish and general education.

## Hillel of Metro Detroit

We provide students on college campuses in and around Detroit with inspired Jewish programming that creates memorable experiences and helps them build their individual Jewish identities.

## Hillel at the University of Michigan

We provide important Judaic programming and help create the next generation of American Jewish leaders through Jewish programming and facilitation of student groups representing a diverse spectrum of approaches to Jewish life.

## Israel & Overseas Programs

We build our local community connection to Israel, fund and help implement overseas designated projects and participate in the collective support for world Jewry.



# 19

# come

# together

## **Jewish Agency for Israel**

We ensure the future of a connected, committed global Jewish people with a strong Israel at its center by rescuing and resettling new immigrants, connecting the global Jewish family to Israel, social activism and strengthening Jewish identity among young Israelis.

## **Jewish Community Center**

We build and strengthen Metro Detroit's entire community by providing programs that enhance Jewish continuity and identity in such areas as health, recreation, education, cultural arts and camping.

## **Jewish Community Relations Council/AJC**

We tell Israel's and the Jewish community's stories through the news media, educating and mobilizing our community's activists and building important relationships with our non-Jewish neighbors.

## **Jewish Family Service**

We provide services for those most in need, helping uninsured adults receive comprehensive healthcare, families avoid foreclosure, older adults age with dignity and households meet needs as basic as food and shelter.

## **Jewish Senior Life**

We are dedicated to enhancing the quality of life for the older Jewish adults in our community through programs and services that support aging with dignity, choice and independence.

## **JVS**

We help those with and without disabilities meet life challenges affecting their self-sufficiency through counseling, training and support services in accordance with the Jewish values of equal opportunity compassion and responsibility.

## **Michigan State University Hillel**

We continue to build dynamic Jewish life on the MSU campus and develop the next generation of Jewish leaders with Judaism-inspired programs, initiatives and activities that create memorable experiences.

## **NEXTGen Detroit**

We are Federation's platform to attract, engage and retain the next generation of Jewish Detroiters and are continuing to develop a new model to transform our community to make it a meaningful home for young Jews of every age and affiliation.

## **Tamarack Camps**

We build a vibrant community by providing enriching Jewish camping experiences for children and families, respectful of financial ability.

## **World ORT**

We are dedicated to the advancement of Jewish and other people all over the world and provide training and education so that communities learn to be self-sufficient through the use of state-of-the-art technology.

## **Women's Philanthropy**

Women's Philanthropy connects women through volunteerism, engagement and philanthropy, and empowers them to meet the needs of the Jewish community and build a vibrant Jewish future in Detroit, in Israel and around the world. Women's Philanthropy's dynamic programming creates leaders, addresses needs and ensures a stronger tomorrow.

## **Yeshiva Beth Yehudah**

We create future community and Jewish leaders by teaching our students love of Torah, love of Eretz Yisrael and a deep appreciation for the values of a Torah way of life.

## **Yeshivas Darchei Torah**

We provide an exceptional Jewish and secular education for students while also teaching our children how to care for the public through a variety of programs and initiatives that focus on giving back to their community.

## **Yeshiva Gedolah of Greater Detroit**

We educate the next generation of Jewish leaders in our community through a strong curriculum steeped in Jewish learning and tradition.

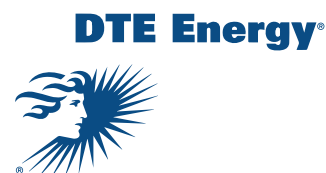


# THANK YOU TO OUR CORPORATE SPONSORS

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# 21





Kaufman

▲ FINANCIAL GROUP

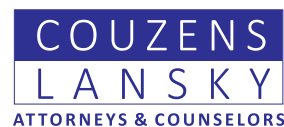


Ford Motor Company Fund

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me  
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22

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**Jewish Federation**  
OF METROPOLITAN DETROIT

6735 Telegraph Road  
Bloomfield Hills, MI 48301-3143  
[jewishdetroit.org](http://jewishdetroit.org)