



DETROIT
STANDS WITH ISRAEL

ANNUAL REPORT

2014/2015

5774 - 5775



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Here
For Good

“The Jewish Federation of Metropolitan Detroit is committed to taking care of the needs of the Jewish people and building a strong and vibrant Jewish future in Detroit, in Israel and around the world.”

What, exactly, does Federation do?

It's a question that has been asked since the earliest days. Many of our community members know some of what we do, and some know much of what we do. Very few, however, know the whole story of what has become an exceptionally dynamic and diverse organization that raises and allocates funds, offers direct programming and outreach, and serves as the convener and central hub for the Detroit Jewish community.

While the work we do is complex and multi-faceted, the mission and purpose behind it is simple.

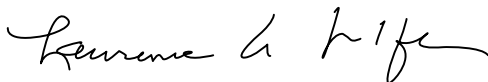
The Jewish Federation of Metropolitan Detroit is the cornerstone of our Jewish Community. We are committed to taking care of the needs of the Jewish people and building a vibrant Jewish future in Detroit, in Israel and around the world.

Taking care of the needs of the Jewish people and building a vibrant Jewish future—that's the essence of our work.

In the pages that follow, you will find an overview and description of each of our core areas of focus. Every one of these diverse activities and programs supports this mission and delivers on our promise. And while over time priorities in the community inevitably change, our core mission remains constant.

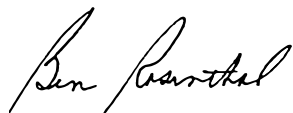
In this way, the Federation will continue to be here for our Jewish community, today and long into the future.

With your support, we will always be Here for Good.



Lawrence A. Wolfe

President, Jewish Federation of Metropolitan Detroit



Benjamin F. Rosenthal

President, Jewish Foundation of Metropolitan Detroit



Scott Kaufman

Chief Executive Officer, Jewish Federation of Metropolitan Detroit

2015-2016 Federation Slate of Officers

President: Lawrence A. Wolfe

Vice Presidents: Beverly Liss
Matt Lester
Gary Shiffman
Gary Torgow
Mickey Eizelman

Treasurer: Robb Lippitt

Secretary: Jeff Schlussel

Executive Secretary: Scott Kaufman

At Large: Terri Farber Roth
Rabbi Harold S. Loss
Lisa Lis
Lee Hurwitz

2015-2016 Foundation Slate of Officers

President: Benjamin F. Rosenthal

Vice Presidents: Pamela Applebaum
Michael Berger
Ralph Gerson
Lawrence Lax
Alan J. Kaufman
Steven Weisberg

Treasurer: Scott Eisenberg

Secretary: Scott Kaufman

At Large: Warren Rose
Karen Sosnick Schoenberg

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CAMPAIGN ACHIEVEMENT

2015 Annual Campaign	\$30,100,000
2015 Challenge Fund	3,663,187
Shrinkage Allowance	(778,500)
Prior Year's Over-achievement	550,000
Prior Year's Unallocated Overseas Funds	8,000

Total Campaign Achievement	<u>\$33,542,687</u>
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ALLOCATIONS**Israel and Overseas**

JAFI/JDC/ORT Core Support	\$6,876,130
Elective Programs/Challenge Fund Grants	1,240,000
JFMD Israel and Overseas Services	539,600
Donor Designations	1,040,000

Total - Israel and Overseas	\$9,695,730
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Local Agencies and Programs**JEWISH EDUCATION**

Akiva Hebrew Day School	467,722
Hillel Day School	610,404
Jean and Samuel Frankel Jewish Academy of Metropolitan Detroit	141,817
Yeshiva Beth Yehudah	800,549
Yeshiva Gedolah of Greater Detroit	114,961
Yeshivas Darchei Torah	228,439
Supplemental School Scholarship Fund	450,271

Total - Jewish Education	\$2,814,163
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JEWISH IDENTITY BUILDING

BBYO	\$70,088
Tamarack Camps	515,062
Hillel of Metro Detroit (HMD)	168,186
MSU Hillel/Michigan Jewish Conference	224,890
HCAM	52,758
Hillel at University of Michigan	165,013
Jewish Community Center (JCC)	1,808,259
Mission Subsidies	110,000

Total - Jewish Identity Building	\$3,114,256
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**COMMUNITY SERVICES (ADVOCACY & AID
TO AT-RISK POPULATIONS)**

Hebrew Free Loan	\$153,693
Jewish Community Relations Council	321,108
Jewish Family Service (JFS)	2,726,047
Jewish Senior Life (JSL)	475,203
JVS	1,302,381
Foundation For Our Jewish Elderly	230,439
In-Home Support Services (JSL/JFS)	18,750

Total - Community Services	\$5,227,621
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ADDITIONAL LOCAL SUPPORT

Community Security Program	228,600
Community Development/Engagement	740,125
Community Development/Education	983,402
Strategic Planning and Partnerships	429,760
Support Services	1,869,114
Agency Support to Cover Rent for Foundation-Owned Facilities	4,000,000
Campaign Expenses	88,068
Capital Needs Fund Grant	1,070,000
Agency Fund Guarantees	1,350,000
Challenge Fund Designations	483,000

Total - Additional Local Support	\$11,242,069
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Total - Local Agency/Program Allocations	\$22,398,109
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National Agencies/Central Services

National Federation Agency Alliance	\$239,605
Additional National Agencies	21,750
National Central Services	14,671
JFNA Dues	957,832
Birthright Israel	214,990

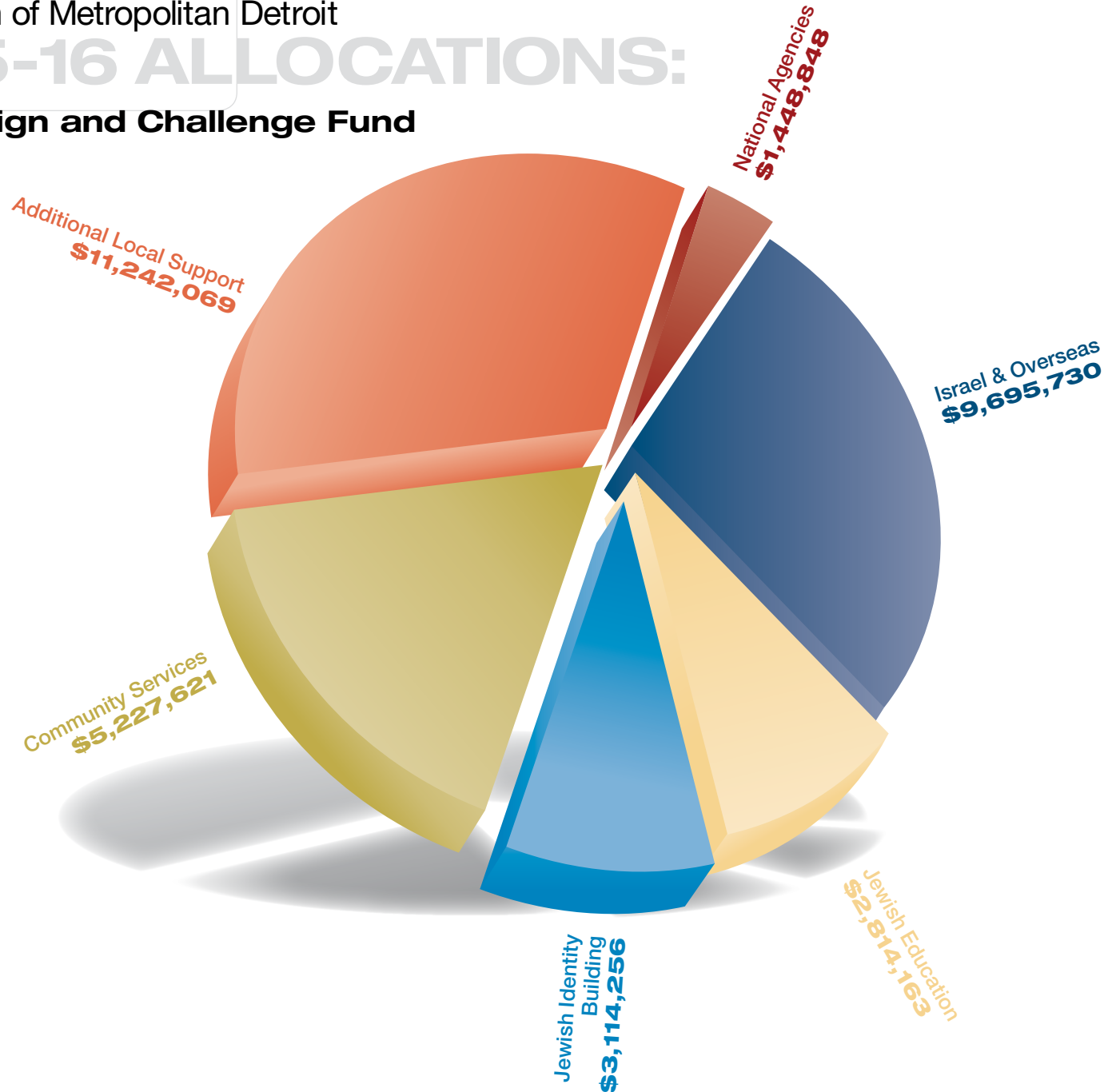
Total - National Agencies/Central Services	\$1,448,848
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Total - Local, National Agencies and Israel & Overseas Allocations	<u>\$33,542,687</u>
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Jewish Federation of Metropolitan Detroit

2015-16 ALLOCATIONS:

Annual Campaign and Challenge Fund



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Core Areas of

IMPACT 2015

In Detroit, Israel and Around the World

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Here
For Good

Take Care of the Needs
of the Jewish People

Vulnerable Populations

Eldercare

Families in Need

Individuals with
Disabilities

Underserved Communities

Urgent Needs

School Security

Crisis Management

Combating Anti-Semitism

Aliyah and Absorption

Community Infrastructure

**Build a Vibrant
Jewish Future****Jewish Identity**

Adult Jewish Learning

Jewish Schools
Day & Religious

Early Childhood

Hillel/Campus

Camp

Jewish Community

Teen

JFamily

NEXTGen

Women's Philanthropy

Affinities

Missions

Partnership2GETHER

Philanthropy

Annual Campaign

Endowment/Centennial

Philanthropic Funds

Community Partnership Support

Planning & Allocation

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Our Vision Statement:

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.

We will:

Strengthen Jewish Identity

We support Jewish education, culture, heritage and other essential ingredients of our individual and collective Jewish Identity. In fact, your dollars help most of our congregational education programs and Jewish day schools in metro Detroit, as well as Jewish camping and other experiences.

Build Jewish Community

Through the work of our partners, as well as through Federation's direct service programming, we build and sustain Jewish Community here in Detroit, in Israel and throughout the world. Federation is the community leader in Jewish engagement and, in particular, has led a revitalization of young adult engagement in the Detroit area.

Grow Jewish Philanthropy

Support for the Annual Campaign and other fundraising vehicles is essential for building and maintaining a strong Jewish community. This means providing for our most vulnerable individuals including seniors, the unemployed, individuals with disabilities and families in crisis, as well as an investment in Jewish engagement and community-building.

Taking Care of **NEEDS**

Supporting Vulnerable Populations

Providing for the well-being of the most vulnerable members of our community is a key aspect of our Jewish heritage and one of the fundamental aspects of Federation's mission to serve the Jewish community.

Whether it be in Detroit, in Israel or anywhere around the world, Federation is committed to supporting those who need help.

Eldercare / Seniors

As life-expectancy increases, the number of seniors living in today's society continues to grow. Detroit has one of the highest concentrations of older Jews in the country today, in Israel, the number of individuals over 65 has grown twice as fast as the general population. This rapidly expanding elderly population generates escalating needs, ranging from basic housing, food and medical care to opportunities for social and spiritual connection.



Families in Need

Supporting the needs of Jewish families and youth at risk is essential to the overall health of our local and international Jewish community. Locally, the highest priority is helping individuals and families in crisis, due to illness, unemployment or other factors, return to stability and self-sufficiency. This means providing case management, counseling, financial assistance, health care and mental health services among other supports. In Israel, economic disparity and an “evaporating” middle class are significant issues facing Jewish families, affecting the independence and security of Israelis across the nation.

Individuals with Disabilities

Working closely with its agencies, Federation is committed to providing the services and support necessary for Jewish people with disabilities to face daily personal challenges allowing them to lead productive and fulfilling lives. This includes both children and adults who often require support in to access social, educational and professional opportunities.

Underserved Communities

Whether it be impoverished elderly Jews in Ukraine, struggling families in Israel and our partnership region in the Central Galilee or the long-term unemployed in metro Detroit, Federation dollars provide a critical safety net of support programs and services for vulnerable Jewish communities throughout the world.



Taking Care of **NEEDS**

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Responding to Urgent Needs

As the cornerstone of the Jewish community, Federation stands ready to respond to disasters and urgent needs as they emerge. Whether securing emergency resources, coordination of services or direct response to critical issues, we are here to ensure the security and stability of our community, as well as to take care of those who's lives are affected in times of crisis.

School Security

There are few priorities more important than the security of our children. In today's world, providing a safe environment in our schools and campuses is a necessity and Federation has taken the lead in overseeing a coordinated, community-wide security initiative for agencies serving children that includes awareness and training, facility security and on-site resource officers.



Crisis Management

When disasters strike, a rapid, coordinated response is essential for minimizing the long-term damage and helping victims recover. Locally, Federation takes a leadership role in responding to crises that effect the Jewish community, raising funds and coordinating the efforts of its agencies and other community organizations. When crises occur in Israel or elsewhere around the world, Federation supports and works closely with its international partner agencies on the ground.

Combating Anti-Semitism

From the streets of Paris to the classrooms of our local universities, anti-Israel and anti-Semitic activity has surfaced in a dramatic and alarming way. Locally, Federation's agencies on campus have led the efforts to defeat the Boycott Divestment Sanctions movement. Internationally, Federation's partner agencies are working to promote education and awareness training, as well as providing security for Jewish organizations. Our agencies also have assisted thousands of Jews making Aliyah from hostile communities, such as those in France and in the Former Soviet Union.

Aliyah and Absorption

From the time of its creation, Israel always has been a place of refuge and security—and a true homeland—for Jewish people throughout the world. From the cosmopolitan cities of Europe where Jews are increasingly facing anti-Semitism, to the decimated communities of the Former Soviet Union, Jews continue to seek new lives in Israel. Federation's international partner agencies are instrumental in making this happen, as well in offering the support and structure necessary to successfully integrate new arrivals into Israeli society.

Community Infrastructure

The United Jewish Foundation, owns and operates the real estate for Federation's agencies throughout the community. This portfolio includes over 2,300,000 square feet on 1,756 acres throughout the community, and has 41 sites with more than 300 buildings including office buildings, schools, apartments, camps, adult day care centers, community centers and theaters. Providing strong management, maintenance and security is essential for the well-being of these organizations, as well as for the community itself. In recent years, Federation has provided necessary reinvestment into its properties, and continues to look for ways to sustain and improve them for the future.

Building a Vibrant **JEWISH FUTURE**

Jewish Identity

Jewish education and identity is 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.

Adult Jewish Learning

Adult Jewish Learning (AJL) department is the address for adult Jewish education for Federation and the Jewish community. AJL partners with Federation departments, agencies, local congregations, Jewish organizations and Detroit area institutions to provide high-quality Jewish programs that reach 1,000s of people each year. AJL's FedEd offers a wide-variety courses attracting over 1,000 adult learners throughout the year including the awarding-winning Melton program.

Jewish Schools

Working closely with both Hebrew day schools and congregational education programs, Federation plays a central role among local education providers, offering strategic planning as well as a variety of professional development programs and supports. These include the Nirim program and the Seminar for Educational Excellence in Detroit (S.E.E.D.) conference for congregational school teachers.

Early Childhood

Realizing the importance of Jewish early childhood education as a gateway for families into the Jewish community, Federation provides early childhood programs with professional development for their educators, Hebrew immersion programs for their students, Doors to the Future for children who need a little extra boost and a support network for educational directors.

Hillels On Campus

Welcoming students of all backgrounds and fostering an enduring commitment to Jewish life, learning and Israel, Hillels on campus provide opportunities for Jewish students to explore and celebrate their Jewish identity. Federation directly partners with three Hillel foundations, supporting 17 individual Hillel campuses in Michigan.

Jewish Camping Experiences

Jewish summer camp provides a powerful and enduring Jewish experience that serves as a central foundation for a meaningful Jewish life. Both in a day camp and overnight setting, Jewish camping introduces children to the warmth, meaning and tradition of Jewish life. Jewish camping also encompasses Travel and Family Camp programming, offering the richness of the Jewish camp experience throughout a lifetime.

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Building a Vibrant

JEWISH FUTURE

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Jewish Community

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

Teen

Understanding that adolescence is an important time of discovery and identity development, Jewish Federation invests in a number of Jewish engagement programs for our youth. Federation strengthens Jewish identity in our teens through its support of a wide variety of dynamic programs including: BBYO, Teen Mission to Israel, scholarships to attend Jewish camp, Harold Wade Madrichim program, Opening the Doors, PeerCorps and other opportunities.

JFamily

JFamily, Federation's Jewish family-programming department, connects families to each other, Jewish life and the Jewish community through engaging and enriching experiences. JFamily serves every type of Jewish family, and includes community-wide programming within Jewish and secular venues, jbabydetroit! PJ Library, PJ Our Way, SPARC (Single Parent Alliance and Resource Connection) and the Jewish Family Education Project.

NEXTGen Detroit

In response to the critical need for new ways to attract, engage and retain the next generation of Jewish Detroiters, Federation developed NEXTGen Detroit, an innovative platform for transforming the community to create a vibrant home for young Jews of every background and affiliation. NEXTGen Detroit serves as a connector for all things young and Jewish, helping both new and native Detroiters find meaning and build relationships in every facet of life, from social and professional to cultural, religious and communal.

Women's Philanthropy

Founded in 1946, Women's Philanthropy was established to engage women at a time when society often excluded them from decision making and leadership roles. Almost 70 years later, it is an integral part of Federation which attracts women of all ages. Through fundraising, mentoring, and networking, women are empowered to become active in their community. Women's Philanthropy's dynamic programming creates leaders, addresses needs and ensures a stronger tomorrow.

Affinities

Engaging and connecting with individuals throughout the community based on their unique interests and experiences is the key to successful community outreach. Whether they are medical professionals, interfaith couples,

Russian immigrants, young adults or another specific affinity, Federation is committed to offering uniquely designed opportunities and programming that meet individuals where they are.

Missions

Missions to Israel and to other overseas Jewish communities are among the most powerful drivers for strengthening Jewish identity, building community, and growing philanthropy in Jewish Detroit. In addition to offering life-changing experiences to a wide variety of Jewish travelers, Federation's mission program is essential in maintaining our close relationship with fellow Jews in Israel and other areas around the world.

Partnership2Gether

Partnership2Gether (P2G), a platform of the Jewish Agency for Israel (JAFI), is a dynamic program for partnering global Jewish communities directly with Israeli communities. P2G strives to build significant opportunities and sustain long-lasting, people-to-people relationships through a variety of collaborative programs and shared resources, strengthening both communities. Since 1994, three Michigan communities, Metropolitan Detroit, Ann Arbor and Grand Rapids, have partnered with three municipalities in Israel, Migdal HaEmek, Nazareth Illit and the Jezreel Valley, located in a region referred to as the Central Galilee.



Building a Vibrant JEWISH FUTURE

Philanthropy

The Jewish Federation is the principle engine of Jewish philanthropy and planning in the Detroit area and operates numerous fundraising vehicles including the Annual Campaign, Endowment and Philanthropic Funds. Securing resources remains an essential aspect of Federation's efforts to take care of the needs of the community and provide for a vibrant Jewish future.

Annual Campaign

The Annual Campaign is Federation's most important vehicle for securing the welfare and vitality of the Jewish community, locally, globally and in Israel. Funds raised through Annual Campaign donations are allocated to Federation's family of 17 local agencies and key national and overseas partners, as well as supporting Federation's direct programming. A strong Annual Campaign assures a vibrant Jewish present and future, providing services and programs to our most vulnerable members and creating opportunities for Jewish identity-building, education and growth.

Endowment / Centennial Campaign

Endowment Funds are an essential means of providing long-term support for the community. Launched in 2012, the Centennial Fund is the primary endowment fund for securing our community's future and will provide for the continuity of Jewish life and the welfare of the Jewish people of Detroit

for generations to come. With a goal of \$250 million dollars, 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 experience including social welfare, Jewish identity and education and Jewish life around the world.

Philanthropic Funds

Federation and its financial arm, the United Jewish Foundation, manage and administer Philanthropic Funds for charitable givers throughout the community. These online "charitable checking accounts" give donors an extremely flexible and convenient way to hold charitable dollars and make disbursements to any IRS-approved 501C3 non-profit of their choosing. Philanthropic Funds benefit the Jewish community, which typically receives a large percentage of the gifts, while at the same time offers donors an ideal vehicle for managing their giving.

Community Partnership Support

Federation is the center for philanthropy in Jewish Detroit, securing funds from multiple sources beyond the Annual Campaign to address critical needs throughout the community. Examples include an annually approved State of Michigan grant of \$2.5 million to address the needs of people with special needs as well as \$700,000 to \$1,000,000 in grants annually from private foundations and donors.

Planning and Allocation

For our agencies to successfully serve Jews in need, strengthen Jewish identity and build Jewish community, it is imperative that they receive the funding they require to operate essential programs and services. To remain successful in the future, it is vital that we continually plan for changes in our community—and the world—that will impact us here in Detroit. Federation takes the lead role in both endeavors by providing a yearly allocation to our 17 local Jewish agencies and three overseas partners. We also are regularly assessing community needs, working collaboratively with our agencies so they are prepared in the future to support those who need our help, to foster Jewish continuity and to ensure a vibrant Jewish community.



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FEDERATION IS

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Akiva 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 (JDC)

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.

Federation's Alliance for 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 (HCAM)

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 Program

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

Jewish Agency for Israel (JAFI)

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

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.

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.



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Jewish Federation &
United Jewish Foundation
OF METROPOLITAN DETROIT