

**WHAT MAKES
JEWISH FUNDRAISING
UNIQUE--
Isn't a dollar a dollar?**

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San Diego, CA

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Conventional Wisdom

Jewish fundraising is different &
greater than other fundraising

View from the Field

“Jewish” no longer makes headlines in
The Chronicle of Philanthropy



How do you define “Jewish giving”?



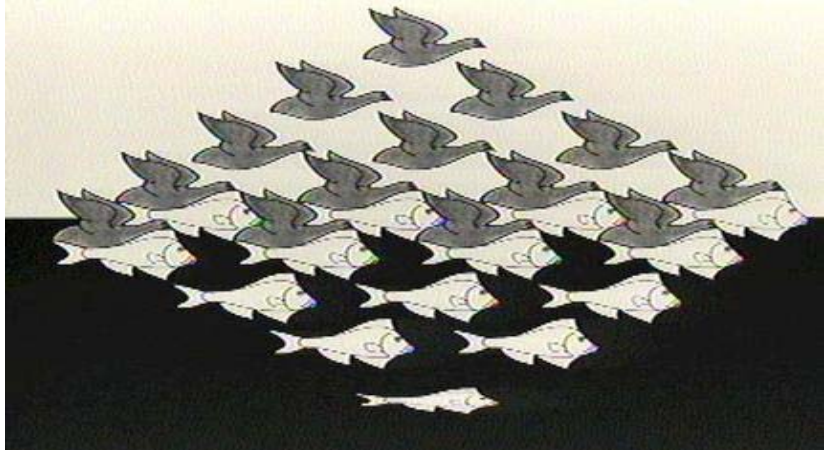
“Jewish Giving” Defined

What has to be Jewish about it--?

- The agency?
- The cause?
- The giver?
- The motivation / values?



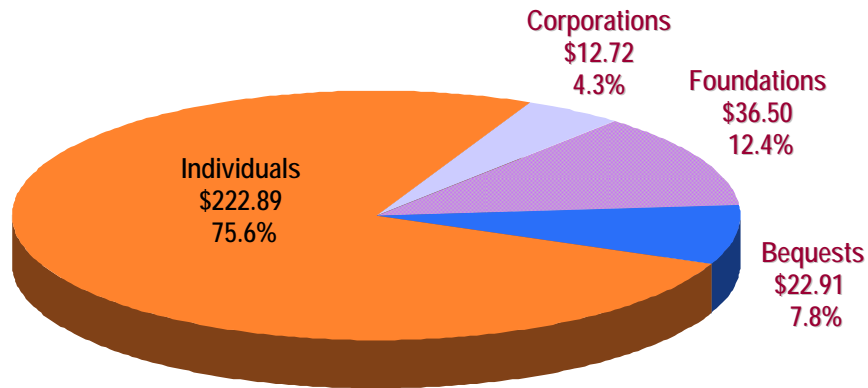
“Jewish Giving” Defined



How the field sees fund development

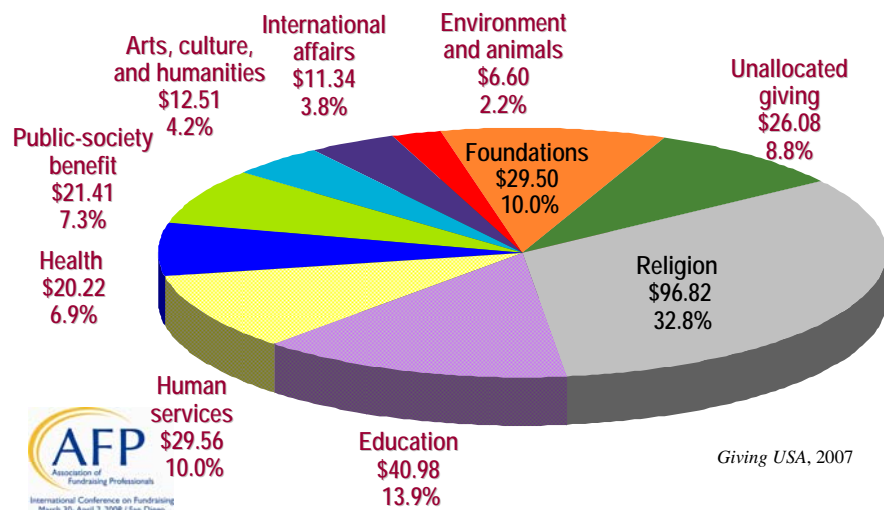


2006 Charitable Giving: \$295.02 Billion by Source of Contributions



Giving USA, 2007

2006 Charitable Giving: \$295.02 Billion by Type of Recipient

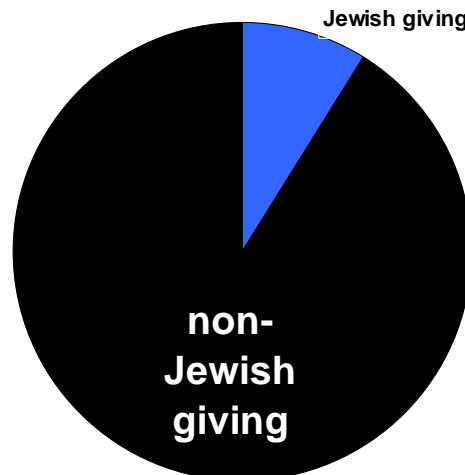


Giving USA, 2007

How the Jews see fund development



Jewish View of Fund Development Based on Total Dollars of All Gifts of \$1M or More Made by Jews



Tobin, *Mega-Gifts in Jewish Philanthropy*, 2007

Shifts in Funding



Shifts in Funding Shifts in Donors



Shifts in Funding

Shifts in Donors

Enduring Values



Shifts in Funding

1. More money to secular causes

- 95% of \$\$ of \$10M+ gifts
- 91% of \$\$ of \$1M+ gifts
- More than half of \$\$ of \$100+ gifts



Shifts in Funding

2. Loss of galvanizing issues

- Israel -- Soviet Jewry -- Resettlement
- “Continuity” doesn’t galvanize



Shifts in Funding

3. Decline of collectivism

- Loss of sense of “paying dues”
- Flat or declining federation campaigns
- Shift from core operating support to designated grants
- Rise in donor-advised funds and foundations



Shifts in Funding

4. Emergence of major philanthropists

5. New attempts at collaboration



Shifts in Funding

**Implications of decline
of collectivism**



Shifts in Funding

Shifts in Donors

Enduring Values



Donors' Jewish Identity

PERCENT	Religious	Communal	Central
33%	Low	Low	Low
7%	Low	Low	High
14%	Low	High	High
	Low	High	Low
13%	High	Low	Low
	High	High	Low
	High	Low	High
34%	High	High	High



Journeys & Connections, 2000

Donors' Jewish Identity

What's most important to your identity as a Jew?

- Top of the List: Universalistic behavior
 - being a good person
- Bottom of the List: Particularistic behaviors
 - keeping a Jewish home
 - Jewish prayer
 - Jewish study



Shifts in Donors

- **Complex identities**
- **Essentialist**
- **Universalistic**
- **Individualistic and personal**



Shifts in Donors

Implications for Individual Giving

Secular groups offer –

- Better stewardship of gift
- Wider impact
- Wider acceptance/recognition
- Avoidance of looking “too Jewish”



Shifts in Funding Shifts in Donors Enduring Values



Enduring Values

- *Tikkun Olam*
- *Tzedakah & G'milut Hasidim*
- *Mitzvot*



Enduring Values

אלו דברים שאין להם שעור:
שאדם אוכל פרותיהם בעולם הזה
והקרן קימת לו לעולם הבא: ואלו הן--

“These are the obligations without measure,
whose reward, too, is without measure:



Enduring Values

*To honor father and mother;
to perform acts of love and
kindness;
to attend the house of study daily;
to welcome the stranger;
to visit the sick;
to rejoice with bride and groom;
to console the bereaved;
to pray with sincerity'
to make peace when there is strife.*

כבוד אב ואם
וגמילות חסדים
בית המדרש שחרית וערבית
והשכמת
והכנסת אורחים
ובקור חולמים
והכנסת כלה
ולוית המת
ועיון תפלה
והבאת שלום בין אדם לחברו



Enduring Values

ותלמוד תורה כנגד כלם

And the study of Torah is equal to them all,
Because it leads to them all.”

--Talmud, Shabbat, 127a



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Q & A

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Enduring Values

אמר רבי יוסי יהא חלקי מגבאי
צדקה ולא ממחלקי צדקה

Rabbi Yossi said:

May my portion be with those who collect
tzedakah and not with those who distribute it.

--*Shabbat 118b*

