

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

March 31, 2008

**45th International AFP Conference on Fundraising
San Diego, CA**

Amy L. Sales and David A. Mersky

Fisher-Bernstein Institute for Jewish Philanthropy and Leadership

Brandeis University



**International Conference on Fundraising
March 30-April 2, 2008 / San Diego**



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”?



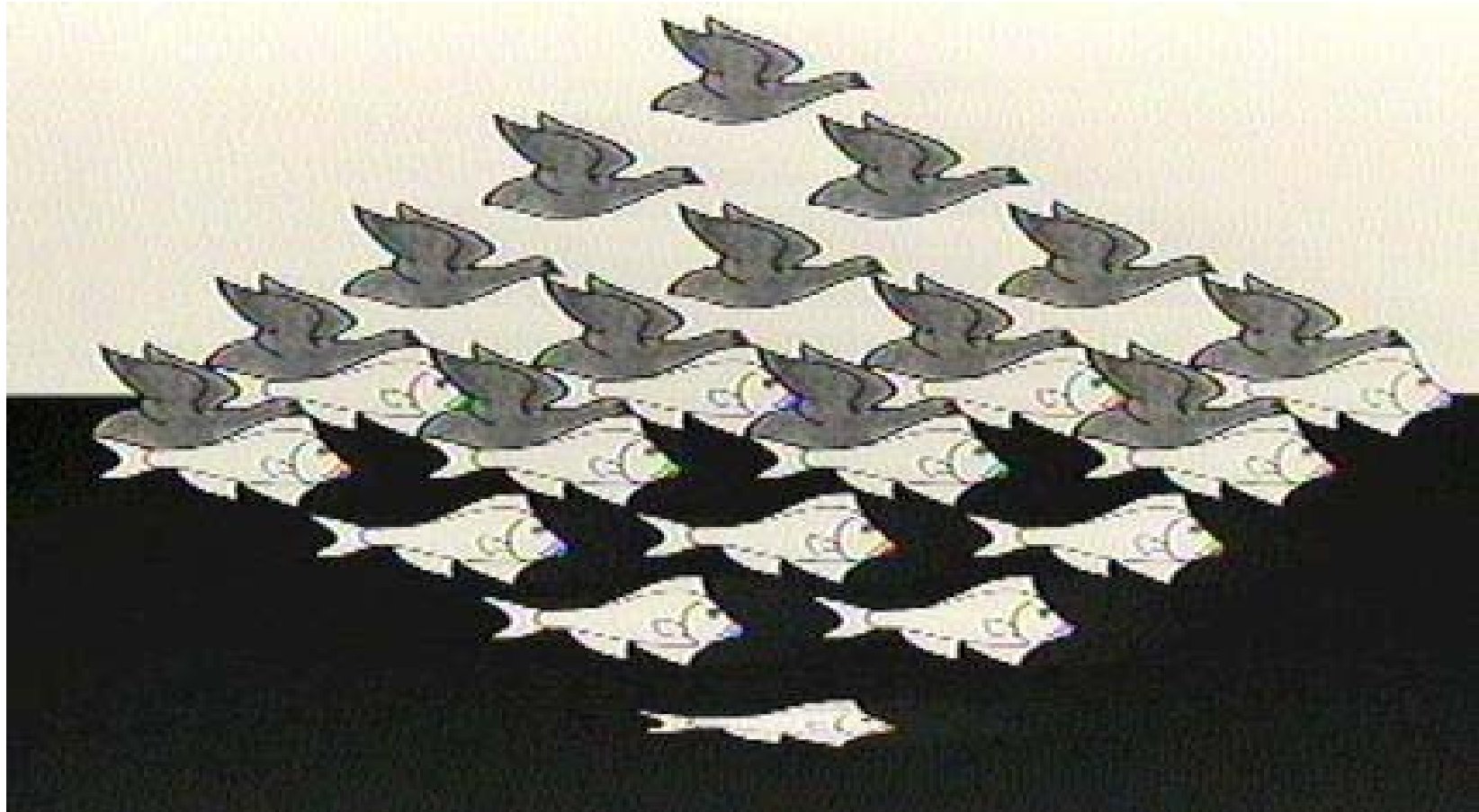
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“Jewish Giving” Defined

What has to be Jewish about it--?

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

“Jewish Giving” Defined



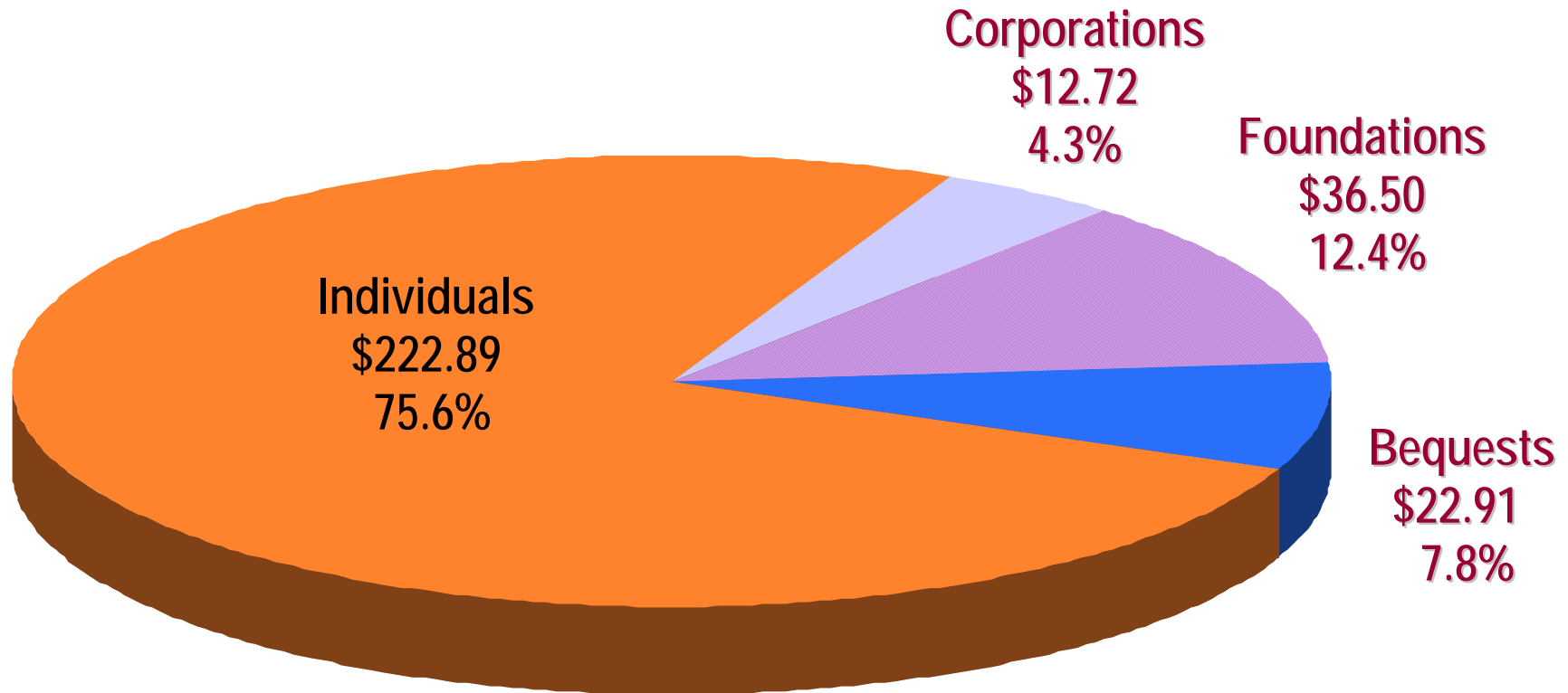
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How the field sees fund development



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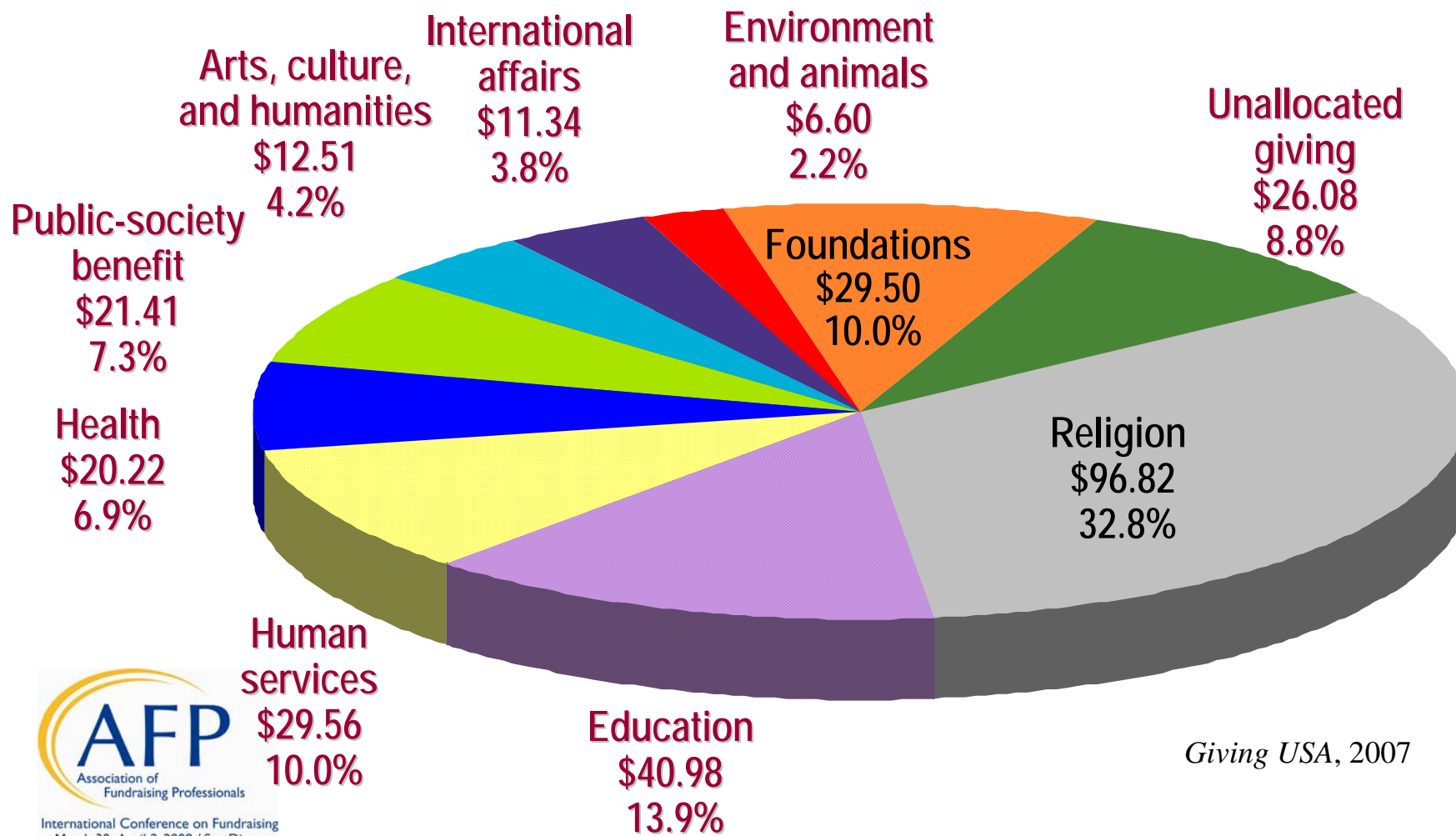
2006 Charitable Giving: \$295.02 Billion by Source of Contributions



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Giving USA, 2007

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



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Giving USA, 2007

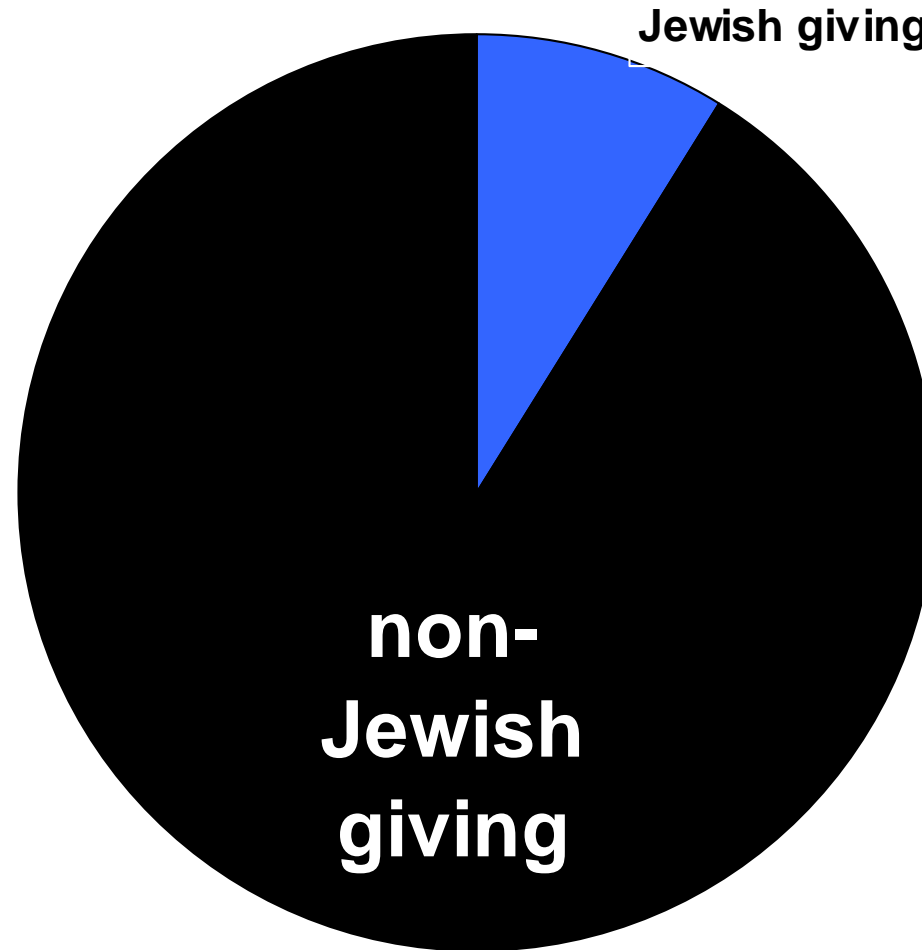
How the Jews see fund development



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Jewish View of Fund Development

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



Shifts in Funding



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Shifts in Funding

Shifts in Donors



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Shifts in Funding

Shifts in Donors

Enduring Values



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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



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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



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Shifts in Funding

4. Emergence of major philanthropists

5. New attempts at collaboration



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Shifts in Funding

Implications of decline of collectivism



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Shifts in Funding
Shifts in Donors
Enduring Values



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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

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



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Shifts in Donors

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



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Shifts in Donors

Implications for Individual Giving

Secular groups offer –

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



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Shifts in Funding
Shifts in Donors
Enduring Values



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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 חולים
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*