

FAQ's Select Core Priorities 2012

What are Select Core Priorities?

Select Core Priorities 2012 is a temporary allocations model, as called for in the JFNA-JDC-JAFI agreement. It is designed to provide Federations with an opportunity to become more engaged with the programs and themes they are funding with their unrestricted/core dollars. It was launched in January 1, 2011 and will be in effect through December 31, 2012.

A Global Planning Table is now being developed which will, in time, provide Federations with the platform they seek to engage with, as well as understand and prioritize needs and opportunities for philanthropic engagement around the world in a more holistic way. Meanwhile, Federations, the Jewish Agency (JAFI) and JDC have agreed to partner on Select Core Priorities in 2011 and 2012. We hope that enabling further designation of annual campaign dollars to these core activities will help communities raise even more funds for vital work overseas.

Select Core Priorities give Federations the option of measuring and modestly weighing in on the highlighted program areas - a major step towards the mission-based philanthropic decision-making sought by the Federation movement. For more details, see the [User's Guide](#).

Why Select Core Priorities?

Through this flexible and innovative model, Federations can choose from the various programmatic themes and, in this way, express their community priorities regarding major areas of work engaged in by our overseas partners (the Jewish Agency and JDC). This will enable Federations to better understand both the overall missions of the Jewish Agency and JDC - as well as their respective current programmatic priorities.

How do Select Core Priorities work?

Must my community participate in Select Core Priorities?

No. Communities can also opt out of using Select Core Priorities and continue allocating 100% of their undesignated core funding through the existing split formula.

Select Core Priorities is 10% of what?

Select Core Priorities provide Federations with an opportunity to direct up to 10% of their undesignated core funding to JFNA from the Federation's 2011 annual allocation.

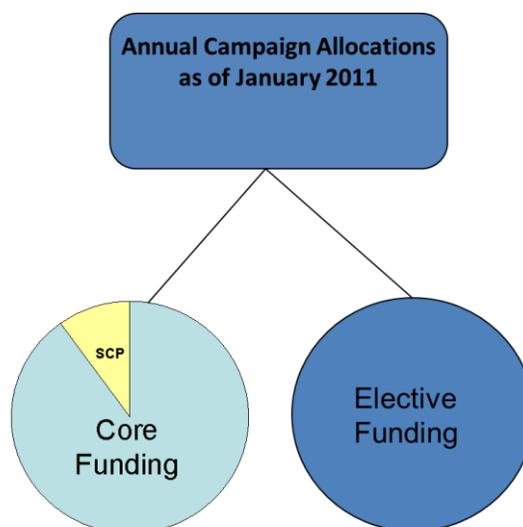
Can a community designate to more than one Select Core Priority?

Yes. Through this model, Federations may support one or more particular area of activity. A community can designate across the categories in any way it chooses within the 10% guideline for designation. Communities are strongly encouraged not to allocate more than 10% (as per guidelines provided by JFNA).

Can allocations be made to specific programs within the Priority areas?

No. Allocations are made to the Select Core Priority Area only.

What is the difference between Select Core Priorities and Community Electives?



Select Core Priorities provide Federations with an opportunity to direct funds previously allocated via the core split formula (up to 10% as explained above) for major programmatic themes within the heart of the Jewish Agency's and JDC's agendas. Essentially, this is a mechanism for designating a small percentage of core funding (see image). Elective programming, as the name implies, represents important programs and activities that Federations choose to support alongside the essential work funded by their core dollars. This mechanism was introduced approximately ten years ago and has effectively engaged many communities in addressing needs and opportunities overseas. JAFI, JDC, ENP, and World ORT are all eligible to receive elective funding in accordance with JFNA guidelines. In some cases, programs may be funded via both allocation streams.

Does this new model affect elective programs?

No. Elective Programs are going to continue as they have been for years, supporting JAFI, JDC, ENP and World ORT.

What does this mean for other organizations?

Only the Jewish Agency and JDC are eligible to receive funds via Select Core Priorities.

What is the relationship between Select Core Priorities and the Global Planning Table?

There are four elements to the JFNA-JAFI-JDC agreement. Two of them are the establishment of SCP and the Global Planning Table (GPT). The GPT will, in time, provide Federations with the platform they seek to engage with, understand and prioritize the most pressing needs and exciting opportunities for philanthropic engagement around the world in a more holistic way. Meanwhile, Federations, the Jewish Agency, and JDC agreed to partner on the launch of SCP as a temporary bridging model towards the mission-based philanthropic decision-making sought by the Federation movement. In effect, the launch of SCP leads us closer to achieving the goals set forth by the GPT.

How does Select Core Priorities relate to the new JAFI-JDC agreement?

There are four elements to the new agreement, outlined below. Select Core Priorities, which relates to how funds raised through the annual campaign are allocated overseas, relates to point number 1 below. Please note that the new agreement is available online at

<http://www.jewishfederations.org/page.aspx?id=236209>.

1. Establishing Select Core Priorities (referred to as "buckets" in the agreement)
2. A decision to work towards a second criterion for membership in JFNA

3. A reaffirmation of the partnership with the Jewish Agency and JDC
4. The establishment of the Global Planning Table, which will, in time, provide Federations with the platform they seek to engage with, understand and prioritize the most pressing needs and exciting opportunities for philanthropic engagement around the world

How do Select Core Priorities relate to the JAFI-JDC split?

This mechanism gives participating communities an opportunity to have some impact on the current 75 – 25% core split between JAFI and JDC. Communities are strongly encouraged not to allocate more than 10% as per guidelines provided by JFNA.

How will the results be reported to Federations?

This information will be provided by JFNA on a periodic basis.

If the Select Core Priority Areas are Core, what is the purpose of Core?

Core funds are the lifeblood of both the Jewish Agency and JDC. Because these dollars are undesignated, they enable each organization to use them for their highest priority programs and to cover basic infrastructure costs for their operations. In addition, core dollars are extremely flexible and enable our partners to balance programming during the course of the year as other designated funds are secured. Because of the broad agendas of both agencies, however, some have found it difficult to “get their arms around” the programs made possible by these core dollars. Select Core Priorities provide a window into the work of both the Jewish Agency and JDC by highlighting major areas of programming funded through core. Funds allocated for Select Core Priorities will have slightly less flexibility than traditional core – in that they must be used for the specific area to which they have been allocated – though they can be used for the full range of programs represented within that theme.

Financial Information

How much can be designated?

A community may designate up to 10% of its unrestricted money in Select Core Priorities. JFNA will provide each community with a specific dollar amount available for designation. Any questions related to this should be addressed to Pamela Zaltsman at

Pamela.Zaltsman@JewishFederations.org.

What is the national average of electives?

For communities that allocate collective funds via the core formula, the total national average of elective funding is approximately 20% of their overall annual allocation. Please remember that as communities increased their allocations over time, elective funding increased.

What is the difference between Select Core Priorities and Core Funding?

Select Core Priorities is core funding.

From what funds will this be allocated?

Select Core Priorities only relates to those monies that up until 2011 were allocated according to the 75 – 25% formulaic split.

Is there a possibility that all Federations choosing a particular area will overpay the core budget on one of the areas? What happens if the Jewish Agency or JDC receives more dollars than they need for one of their Select Core Priority areas?

It is highly unlikely that any of the four Select Core Priority areas will be over funded.

The total amount requested for each of the four Select Core Priority areas is in the chart below. The maximum funding available for potential designation into the Select Priority Areas is 10% of the 2009 core allocations, which is approximately \$13.5 million. This total assumes each community will designate exactly 10% of available funds, which is not necessarily the case. If a project receives designated Select Core Priority funds in excess of the amount requested, less core funding will be applied to those programs.

Has JFNA Set Any Specific Fundraising Goals for SCP?

No, JFNA does not set any specific fundraising goals for SCP. Each SCP thematic area represents a group of programs already funded by undesignated (core) collective allocations to our partners at the Jewish Agency and JDC. In 2012, about \$12.2 million, which is 10% of the 2011 campaign, is available for SCP. By participating in SCP, Federations are able to express their local priorities by selecting the thematic areas and partner agencies (JDC and the Jewish agency) that they believe are most important.

Select Core Priority Thematic Area	Amount Requested for Select Core Priority	Total Budget for Thematic Area (including SCP)	Total Org. Budget	SCP as % of Total Thematic Area Budget	SCP as % of Total Org. Budget
One Nation, One Heart (JAFI)	\$3,356,000	\$5,460,000	\$322,363,000	61%	1%
Fighting Global Jewish Poverty (JDC)	\$14,785,227	\$127,624,895	\$352,138,290	12%	4%
Building Israel's Future Now (JDC)	\$8,299,100	\$59,007,700	\$352,138,290	14%	2%
Aliyah and Absorption (JAFI)	\$1,538,000	\$70,149,000	\$322,363,000	2%	0.5%
TOTAL AMOUNT REQUESTED FOR SCP	\$27,978,327	<ul style="list-style-type: none"> ▪ The Jewish Agency total SCP need of \$4,894,000 is 1.5 % of its organizational budget ▪ The JDC total SCP need of \$23,084,327 is 6.5% of its organizational budget 			

Table I: Breakdown of Select Core Priorities Budget Requests

What areas of activity will be supported by Select Core Priorities?

What are the content areas that our community can support?

For 2012, the Select Core Priorities are:

1. Am Echad, Lev Echad – One Nation One Heart: Embodying the Jewish Agency's Commitment to Pluralism and Peoplehood (Jewish Agency)
2. Fighting Global Jewish Poverty: Ensuring that every Jew around the world can live with human dignity (JDC)
3. Israel: A Start-up Nation for All: Ensuring All Israelis Can Be a Part of Israel's Success (JDC)
4. Aliyah and Absorption: The Jewish Agency's Core Commitment

How are content areas determined?

These four areas of service have been chosen by the Jewish Agency and JDC in consultation with JFNA/Federations, two per organization. They are designed to provide a compelling window into the overall operations of our partner agencies.

How will the special effort to cover the cost of the Aliyah of the Falash Mura affect this?

The Jewish Agency's budget does not include funds designated for the new special effort to complete Aliyah from Ethiopia. As such, core funds will not cover the costs of this operation. Federations in partnership with JFNA have launched a special limited appeal to raise the \$5.5M needed. This appeal has been named "Completing the Journey" and program information is available on the JFNA website.

Additional Information

How do I learn more?

More detailed information on the rationale, mechanism, and areas of activity is available on our website, at <http://www.jewishFederations.org/page.aspx?id=236209>.

Who should I contact if I still have questions?

The website includes the most comprehensive and up to date information detailing Select Core Priorities. Please email Maya Kroitoru at Maya.Kroitoru@Jewishfederations.org with questions. For questions about your community's available funds for allocation, please email Pamela Zaltsman at Pamela.Zaltsman@JewishFederations.org

Who do I contact at JDC and the Jewish Agency for questions about the content areas?

Detailed program information for JDC and Jewish Agency is available on our website. If you would like more information, or to discuss coordinating a presentation for your community, please contact:

- JDC: Eliot Goldstein, Eliotg@jdc.org.il
- JAFI, Arthur Sandman, Arthurs@jafi.org

Do you have unanswered questions?

Please send us your additional questions and comments, and we'll include answers in updated versions of this FAQ document.

Email Maya Kroitoru at
Maya.Kroitoru@Jewishfederations.org