JFNS Announces January-June 2013 Campaign

Shortened timeframe anticipates merger with Combined Jewish Philanthropies

The Jewish Federation of the North Shore (JFNS) is embarking on a six-month (January-June), $1.3 million final campaign dedicated to the support of North Shore partner organizations and Jewish organizations in Israel and around the world. The campaign team will be led by Marjorie Patkin of Swampscott and Steven Solomon of Marblehead, both veteran fund raisers for local Jewish causes, including JFNS.

According to JFNS Interim Executive Director Kimberlee Schumacher, the shortened timeframe for the campaign is being driven by the need to synchronize JFNS's fiscal year with that of Combined Jewish Philanthropies (CJP) prior to the merger of the two organizations this summer. "We need to be on the same schedule," she explained, "in order to efficiently manage the combined organization's important community-related activities." She noted that the goal is to receive all pledges by June, but that donors would have until December 31, 2013 to complete payment.

The JFNS-CJP collaboration is already benefiting the North Shore. Schumacher noted that CJP staff is engaged in learning about the North Shore Jewish community, with program managers meeting donors and gathering input from community members. These conversations are resulting in new offerings north of Boston: leadership development, day school scholarships, camperships for first-time overnight campers, and *Welcome Baby!*, an outreach program for parents of newborn and infant children, focused on connecting families to the Jewish community.

"We are very excited about our future as part of CJP," said Shep Remis, a life member of the JFNS Board of Trustees and chair of the merger task force. "But in the meantime we as a community must turn our attention to the present and to ensuring that our institutions and programs remain vibrant.

Schumacher added, "I think the community appreciates that our partner organizations are always being asked to reduce expenses in order to remain financially viable. That's one important reason why every gift to Federation, no matter how modest, counts. There's only so much that the agencies can do without reducing the quality of service that they provide; we have to step up and support their work. Our volunteers and staff are very dedicated, and we appreciate that donors are stretched yet continue to give generously. It's more important than ever that we reach our 2013 goal and enter the merger this summer from a position of strength."

To learn more and to contribute to the 2013 JFNS campaign, go to http://www.JewishNorthShore.org.