HUM NATEA vibrant community **I O GETHER**





Agenda

- Welcome and introductions
- Introduction to new Jewish Giving Strategy
- Questions on strategy
- Working with Farash Foundation
- Wrap up



Farash Team







Megan Bell Chief Program Officer



Reimagining &

MISSION STATEMENT OF THE MAX AND MARIAN FARASH CHARITABLE FOUNDATION

Max and Marian Farash have a shared commitment to the welfare of the Jewish people and to the residents of Monroe and Ontario Counties. Max and Marian Farash also believe that education is the single most important factor in determining the quality of life of an individual and that educational institutions which inspire people to develop their creative and entrepreneurial talents are an invaluable community resource.

Accordingly, it is Max and Marian Farash's desire that the income and/or assets of this Foundation be used, at least in part, to establish scholarships at qualifying educational institutions for the benefit of those individuals who are enterprising, industrious and creative, so that they may pursue careers in business, the arts, education, medicine and other worthy endeavors, with the expectation that such individuals, in turn, would make a tangible contribution to this Foundation in a manner to be determined by the Trustees.

, 1998

Dated:

October 27

Max M. Farash







Framing the Strategy

- National Landscape Analysis: Jewish Funders Network and PEW Research Center
- Local Landscape Analysis: Every Voice Counts Demographic study
- Jewish Rochester Listening Tour: Key constituents of local agencies, synagogues, organizations as well as individuals (affiliated and unaffiliated)

 Not looking to solve a "problem": We are working to maintain and add to the already thriving and flourishing Jewish Community

Four l's LS





INSTITUTIONS .



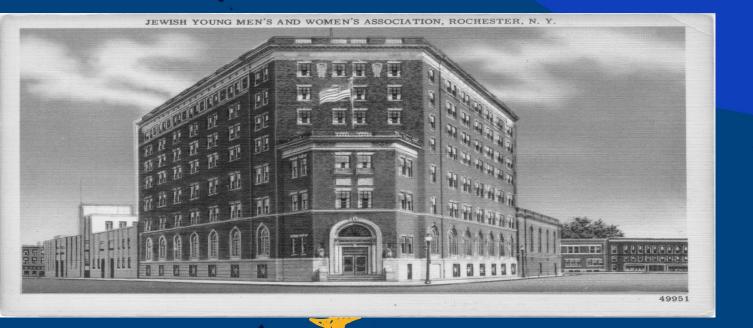


SRAEL



institutions





THE FARASH FOUNDATION PROVIDES UNRESTRICTED MULTIYEAR GRANTS BASED ON A SET OF CLEAR-CUT CRITERIA TO SUPPORT OUR INSTITUTIONS WHILE WE ENCOURAGE THEM TO ASSESS AND REIMAGINE.

IF WE INVEST IN INTENTIONAL CAPITAL SUPPORT, THEN WE WILL SEE INSTITUTIONS IN A STRONGER POSITION TO PLAN FOR THE FUTURE.



institutions: positioning for future

- Supporting bedrock institutions with multiyear grants allows for stabilizing, planning and reimagining
- Recognizing the need for systematic evaluation around "business" practices including but not limited to:
 - o Finances. o Facilities o Technology o Sustainability o Development

Supporting institutions as they take a hard look at where they are, who they are, and their relevance (now and into the future)

innovation





THE FARASH FOUNDATION PROACTIVELY SUPPORTS OUR COMMUNITY IN BOLD THINKING. WE ACT AS THOUGHT PARTNERS AND CONVENORS FOSTERING COLLABORATIONS AND VISIONARY IDEAS.

IF WE INVEST IN CREATIVE CAPACITY, THEN WE WILL INCITE POSITIVE, ENERGIZED CHANGE FOR THE FUTURE.

Innovation: Change for the future



- Proactive area of focus
 - Antisemitism: Celebrating Judaism and helping equip our community with knowledge and confidence in addressing rampant antisemitism
 - Community Efficiency: Recognizing we have far too much physical space and redundant services across our community and look to support innovative ways to address such inefficiencies
- Supporting the risk takers
 - Looking for ways to reimagine Jewish Rochester with exciting and creative ideas lifted from the diverse members of our community









ISRAEL IS A BEACON OF HOPE AND LIGHT FOR Many and an important connection to jewish Heritage.

IF WE INVEST IN ISRAEL, WE WILL FORGE STRONGER CONNECTIONS WITH ISRAEL AND WITH ONE ANOTHER THROUGH SHARED EXPERIENCES



- Build opportunities for community members to travel to Israel, particularly youth and young adults
- Bring Israel to our community through cultural initiatives
- Expand education about Israel

individuals





THE FARASH FOUNDATION BRINGS PEOPLE TOGETHER. WE PRIORITIZE THE VOICES OF THOSE LESS FREQUENTLY HEARD. WE USE THE VOICES OF OUR COMMUNITY TO TEST NEW IDEAS AND INITIATIVES.

IF WE INVEST IN LEARNING FROM OUR COMMUNITY, THEN WE WILL BETTER UNDERSTAND THE DIVERSE NEEDS AND IDEAS FOR THE FUTURE.

Individuals: Learn from our community

- The Jewish community has diverse constituents
- Keep a pulse on Jewish community by actively listening to varying voices and engaging with them as thought partners
- Anticipate the ideas generated during convenings might influence funding from other "i" categories

Not a grantmaking category but a means for convening and relationship building



If we invest in individuals, institutions, innovation, and Israel then we will see a **Jewish Rochester** that honors the past and looks to the future. And, one that is well equipped to do so.











Strategy Questions



Working with Farash

- How grantmaking will look different
- Expectations for reimagining
- Reporting and working with grantees
- Application process



Questions