illuminate a vibrant community together
Agenda

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

Jennie I. Schaff, Ph.D
Chief Executive Officer

Megan Bell
Chief Program Officer
Remembering & 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.

Dated: October 27, 1998

[Signature]
Max M. Farash

[Signature]
Marian 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 I’s

INDIVIDUALS

INSTITUTIONS

INNOVATION

ISRAEL
Institutions

If we invest in intentional capital support, then we will see institutions in a stronger position to plan for the future.

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.
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:
  - Finances
  - Technology
  - Facilities
  - Sustainability
  - Development

• Supporting institutions as they take a hard look at where they are, who they are, and their relevance (now and into the future).
If we invest in creative capacity, then we will incite positive, energized change for the future.

The Farash Foundation proactively supports our community in bold thinking. We act as thought partners and convenors fostering collaborations and visionary ideas.
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
If we invest in Israel, we will forge stronger connections with Israel and with one another through shared experiences.

Israel is a beacon of hope and light for many and an important connection to Jewish heritage.
Israel: Tying our strategies together

• 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
If we invest in learning from our community, then we will better understand the diverse needs and ideas for the future.

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.
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