

# TORAH FUND *B'Yachad* CAMPAIGN GUIDE 2020-2021



*A road map with guidance and tips for online giving and programming during the pandemic and beyond*

*Onward to a very successful campaign!*

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## From Our International President



Shalom friends,

Torah Fund will enter its 79th year of existence during the 2020-2021 Campaign year. During that time it will have raised almost 106 million dollars. Who knew in 1942 that the women of Women's League would still be playing a major role in the support of our future Conservative Jewish clergy in the year 2020-2021? Well, probably those women did! From the very beginning those special women understood that they needed to work together, B'Yachad, to lead the way in setting the religious tone in our homes. And, more than thirty-five years ago women helped to change our movement so that now we also lead the way in our synagogues as Rabbis and Cantors. Throughout the years, Torah Fund donors have devoted themselves to the perpetuity of Conservative Judaism.

In recent years your donations not only supported student scholarships and programming of the annual Torah Fund campaign, but the special campaigns have supported causes relevant to the world we live in. Your donations to the two most recent Torah Fund special campaigns have met immediate and future needs of students. The Seeds Campaign refurbished the egalitarian Women's League Seminary Sanctuary at JTS and financially supported Ziegler Rabbinical students studying in Israel who are unable to work due to visa restrictions. Last year, and continuing this year, the Creating New Spaces special campaign donations are helping to establish a Women's League Institute on Gender Bias and Harassment at Ziegler and to create a welcoming study space for undergraduate students in their new Residence Hall at JTS. Could the women in 1942 have imagined that their devotion to this cause would have been a game changer for so many students in so many generations?

And so, as we enter our 79th year in these desperate times, I personally wonder how we engage our members so they recognize and appreciate the continued importance of the work we do. That incredible generation of women from 1942, who started Torah Fund during their own catastrophic events of World War II and the Holocaust, would understand that our students need us now more than ever. It is up to us to continue their work and to ensure the financial support of the seminaries of the Conservative movement. I look forward to working with all of you together, B'Yachad, in the year to come to make that a reality. Thank you for all you do on behalf of Torah Fund.

Debbi Kaner Goldich  
International President  
Women's League for Conservative Judaism

## From Our International Torah Fund Chair

Our theme for the 2020-2021 Torah Fund Campaign is “B’Yachad” – Together

We are transitioning to a "new normal" and we are not sure what that new normal will look like. What we do know is that **B’Yachad**, together we will make that transition. We'll work **B’Yachad** with new Torah Fund leadership, including our new Torah Fund Director, Lisa Paule; 3 new Torah Fund Vice-Chairs, Agnes Emert (Development and Long-Term Planning), Madeleine Gimbel (Communications), and Janet Kirschner (Finance); and 2 new positions, Canadian Liaison, Randy Schwartz, and Advisor, Lauren Wishnew. We'll also transition with familiar leaders, our Region Torah Fund Vice Presidents. **B’Yachad** we will reach out to you, our Sisterhood Torah Fund leaders to support, assist, answer questions, visit (remotely) and share our stories.



**B’Yachad** we will launch our 2020-2021 **Torah Fund General Campaign**, supporting scholarships and programming for the students at our five seminaries: Jewish Theological Seminary (New York), Ziegler School of Rabbinic Studies (Los Angeles), Schechter Institutes of Jewish Studies (Jerusalem), Seminario Rabinico Latinoamericano (Buenos Aires), Zacharias Frankel College (Germany).

**B’Yachad** we will continue our special Project, **Creating New Spaces**, supporting the Jewish Theological Seminary (JTS) Crossroads Campaign creating a new "Women's League Study Space" in the new undergraduate Residence Hall, and a special course of training at the Ziegler School of Rabbinic Studies, the "Women's League Institute on Gender Bias and Harassment". We will work together until we reach our goal of \$200,000, equaling \$100,000 for each seminary.

**B’Yachad** we will continue our planned giving endeavor, **Torah Fund Legacy Society**, offering our members the opportunity to give an after-lifetime gift to Torah Fund. We will ensure that our work continues to meet the needs of future generations.

I am honored to join you, as **B’Yachad**, together, we begin the 2020-2021 Torah Fund Campaign, supporting our seminaries and our students.

Barbara Ezring  
International Torah Fund Chair  
Women's League for Conservative Judaism

## From Our Torah Fund Director

### **Now More Than Ever**

It's a pleasure to take over the role of Torah Fund Director. Having helped drive support of notable institutions and programs in Israel and in global Jewish communities via my experience at three major Jewish organizations, it's meaningful and exciting to envision the ways Torah Fund can benefit the seminaries of the Conservative/Masorti movement.

Particularly in these changing times, unity and a sense of shared purpose are what will help us move forward. The theme B'Yachad, selected well before the pandemic, is proving prescient and especially relevant. As we launch this year's B'Yachad campaign, just consider what this fund can do. With your help, we can establish a Women's League Institute on Gender Bias at Ziegler, build a study space for undergraduates in the new residence hall at JTS, and continue to provide scholarships and programming at all five seminaries, thereby emboldening a new generation and fortifying our spiritual foundation.

Supporting our students and seminaries is more important than ever now, as we contend with challenging scenarios while preparing for a bright and sustainable future — not only for our students and teachers, but for the strength of our communities and the perpetuity of the Jewish people.

Thank you for all your efforts. I look forward to getting to working with you, and providing the guidance and tools to make this campaign a phenomenal success.

Lisa Paule  
Torah Fund Director



# Torah Fund Leadership 2020-2021

Women's League International President

Debbi Kaner Goldich

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Torah Fund Director

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Torah Fund Vice Chair –

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Creating New Spaces

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Torah Fund Legacy Society Co-Chair

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# Region Torah Fund Vice Presidents 2020-2021

BQLI	Barbara Kaplan	<a href="mailto:barbkrd63@gmail.com">barbkrd63@gmail.com</a>
CENTRAL GREAT LAKES	Rachel Ferber	<a href="mailto:rachel.ferber@att.net">rachel.ferber@att.net</a>
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NORTH ATLANTIC	Robin Metzger	<a href="mailto:rmetzger92@yahoo.com">rmetzger92@yahoo.com</a>
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SOUTHERN	Helen Crowley	<a href="mailto:helen@crowleytn.com">helen@crowleytn.com</a>

# The COVID-19 Pandemic: A New Model for Torah Fund Operations

In accordance with New York State regulations, the Torah Fund office is closed and operations are being conducted remotely. The need to shift to a more comprehensive digital outreach platform is paramount.

We are in the process of upgrading our Torah Fund webpage and resources for interactive use and a better supporter/donor experience. We'll keep you apprised of all new developments and tools that will enhance fundraising for our B'Yachad campaign.

## CAMPAIGN MATERIALS

The Torah Fund webpage is [www.jtsa/torahfund](http://www.jtsa/torahfund)

Digital materials for our *B'Yachad* campaign will be available to download on the Resources page: [https://www.dropbox.com/sh/4fcgm1vx528ze9x/AADNqaT\\_GXwnbZaISMo\\_m6Ona?dl=0](https://www.dropbox.com/sh/4fcgm1vx528ze9x/AADNqaT_GXwnbZaISMo_m6Ona?dl=0)

The following materials will be available:

- **Volunteer Data form**
- **Pin Order Form**
- **Transmittal form**
- **Pledge cards**
- **Torah Fund pin flyer**
- **Bi-fold Torah Fund brochure**
- **Creating New Spaces brochure (current version - an updated version is being designed)**
- **Torah Fund Legacy Society brochure (current version - an updated version is being designed)**
- **Torah Fund Legacy Society intent form**
- **Torah Fund Legacy Society FAQs (current version - an updated version is being designed)**
- **The 2020-2021 B'Yachad Campaign Guide**

These digital materials can also be requested from your Region Torah Fund Vice President, or from Meg Morrison at [memorrison@jtsa.edu](mailto:memorrison@jtsa.edu).

## DONATIONS

We wholeheartedly encourage online giving. Torah Fund contributions can be made [via this page](#), where donors can input their credit card info.

If you need the link to this page, it is:

[https://secure2.convio.net/jts/site/Donation2?df\\_id=1481&1481.donation=form1](https://secure2.convio.net/jts/site/Donation2?df_id=1481&1481.donation=form1)

**Please DO NOT send Torah Fund donations to the Women's League office in NY.**

## CONTACTS FOR TORAH FUND

Lisa Paule [lipaule@jtsa.edu](mailto:lipaule@jtsa.edu);

Sherrill Moss-Solomon [shsolomon@jtsa.edu](mailto:shsolomon@jtsa.edu);

Meg Morrison [memorrison@jtsa.edu](mailto:memorrison@jtsa.edu).



# Timeline of Tasks for New Chairs / Checklist

## July

- New chairs: Request campaign records from the previous Torah Fund chair and review them with her. Learn particulars. Be sure you have the most current Detailed Report from the Region Torah Fund Vice President.
- Complete the Volunteer Data Form and email it to Meg Morrison: [memorrison@itsa.edu](mailto:memorrison@itsa.edu).
- Order Torah Fund pins via email to Meg. Check how many pins in each category were ordered last year.
- Propose **virtual event (Zoom)** for this year at your Sisterhood Board meeting, with support and suggestions of volunteers.
- Talk to your synagogue Executive Director to secure a date for a Torah Fund Zoom event on the synagogue calendar.
- Ask your sisterhood Treasurer/President how to access sisterhood funds to pay for Torah Fund campaign expenses.
- If your sisterhood provides tax receipts to individual donors, ask your sisterhood Treasurer/President or your synagogue administrator or Executive Director how to do this.
- Write an “elevator speech” about Torah Fund (a quick 3-sentence pitch) so you’re comfortable describing it.

## August

- Discuss your 2020-2021 Torah Fund goal with your Region Torah Fund Vice President.
- Review your database of donors in your sisterhood. Make note of major donors and TF Cabinet members in your sisterhood.
- Call last year’s high-level donors to thank them for their past gift and ask if they will support Torah Fund this year.
- Familiarize yourself with the digital transmittal form. If you’d like training in using it, email your Region Torah Fund Vice President or the TF office.
- Call or email your Region Torah Fund Vice President and your Area Director (if any) to let them know of any online events your sisterhood is planning. Ask them what else is planned in your Region. Don’t forget to invite them and your clergy.

## September - November

- Forward checks you receive together with a completed transmittal form to the Torah Fund office expeditiously and be sure to send a copy of the completed transmittal form to your Region VP.
- Attend all your online sisterhood events and be prepared to represent Torah Fund if called upon.

- Send a save-the-date email for any sisterhood fall/winter online event.
- For your e-bulletin/newsletter, write about one of the five seminaries the Torah Fund supports. Information can be obtained from each seminary's website. You can feature one seminary a month over five months.

[Jewish Theological Seminary](#) (New York)

[Ziegler School of Rabbinic Studies](#) (Los Angeles)

[Shechter Institutes of Jewish Studies](#) (Jerusalem)

[Seminario Rabinico Latinoamericano](#) (Buenos Aires) Also: <https://www.seminariorabinico.org/>

[Zacharias Frankel College](#) (Germany)

- In November send a reminder to your donors about the **December 14, 2020** deadline for donations to be received in the Torah Fund office, to generate receipts for 2020 for tax purposes. Call donors who have historically given in December. **Encourage use of the online contribution form:** [https://secure2.convio.net/jts/site/Donation2?df\\_id=1481&1481.donation=form1](https://secure2.convio.net/jts/site/Donation2?df_id=1481&1481.donation=form1)
- Request a student from JTS or Ziegler to be a guest speaker for your online Torah Fund event. Please see the section in this Guide entitled Requesting a Speaker for Your Event (page 21).

## December - February

- Process all gifts (checks) that arrive in December immediately, for donors who want their contributions recognized for 2020 tax purposes. **The deadline for receipt in the Torah Fund office is December 14, 2020.**
- Write an article about your Torah Fund event for the Purim edition of the synagogue bulletin.
- Request a student from JTS or Ziegler to be a guest speaker for your online Torah Fund event. Please see the section in this Guide entitled Requesting a Speaker for Your Event (page 21).
- Send a Save-the-Date email for your spring Torah Fund online event.
- Ask your Region Torah Fund Vice President for a Detailed Report of your monthly sisterhood donations, detailing all gifts year-to-date. Compare it to the transmittals you have sent in. Of course the report will indicate online contributions made as well. For any discrepancies, please contact the Torah Fund staff.

## March-April

- Call donors who have paid pledges in full to thank them and wish them a very happy Passover. (Do not solicit donors the week before Passover or during Passover.)
- If applicable, email invitations for your May sisterhood Torah Fund online event. Write the program, including the bio of the speaker, or ask a volunteer to do so. Write an article or ad for the May synagogue bulletin, by April or late March.
- Ask your Region Torah Fund Vice President for a Detailed Report of your monthly sisterhood donations, detailing all gifts you have sent year-to-date. Compare it to the transmittals you have sent in. Of course the report will indicate online contributions made as well. For any discrepancies, please contact the Torah Fund staff.

- Attend your Region conference and get new ideas for next year's campaign. Meet people in your Region, and plan events together where possible.

## May-June

- Send all Torah Fund donations – with transmittals – to arrive by **May 27, 2021 for Canadian sisterhoods**, and by **June 14, 2021 for U.S. sisterhoods**. Contributions received after June 30 will not be credited to sisterhoods for goal completion of the *B'Yachad* campaign year.
- Send thank-you notes to all volunteers who helped with the *B'Yachad* campaign.
- If you are not continuing in the role, please send any notes and files to the incoming Torah Fund chair, and review the successes and challenges with the new chair.
- If continuing in your role next year, please summarize the successes and challenges of this campaign. Set a time in July to review your notes with your Region Torah Fund Vice President (or Area Director).

# Sample Fundraising Speech

## B'Yachad.....5781 Torah Fund Campaign

WRITTEN BY JEANETTE BROWNSTEIN, FLORIDA REGION

Good morning/afternoon/evening. I am so pleased to have this opportunity to bring greetings on behalf of the name of Region of Women's League for Conservative Judaism, and to express my gratitude for your support of Torah Fund. The women here at name of synagogue are truly committed to Torah Fund and have been for so very many years. The words "thank you" are certainly not enough for your ongoing support for Torah Fund. You truly understand what it stands for, what the needs are, and you give generously each year.

This year's Torah Fund theme is **B'Yachad** which means '**Together**'.

- You and your sisters here at your synagogue's name, join **B'Yachad...Together** each year with thousands of women across North America in a grassroots campaign that since 1942 has raised more than 97 million dollars in support of the students of our 5 Conservative/Masorti Seminaries.
- **B'Yachad...Together** we follow in the footsteps of our foremothers, Sarah, Rebecca, Rachel and Leah and the myriad of other named and unnamed strong women who have walked before us.
- **B'Yachad...Together** we are making an investment in the future of the Conservative/Masorti movement and helping to ensure the Jewish future for our children, grandchildren and beyond, L'Dor v'Dor.
- **B'Yachad...Together** we continue the vision of Mathilde Schechter, the founder of Women's League for Conservative Judaism and the inspiration behind Torah Fund.

When Torah Fund began 78 years ago, there was only one seminary, the Jewish Theological Seminary in NY. Look at us now! There are 5 seminaries with a breadth of educational offerings that are both traditional and innovative.

- JTS has rebuilt its campus into a 21<sup>st</sup> century innovative campus and now has a Center for Ethics and Justice, A Center for Spiritual Arts, A Pastoral Education program, a dual degree program in Jewish Ethics and Public Health, all in addition to the Davidson School of Education, the Rabbinical School, the H.L. Miller Cantorial School, the Kekst Graduate School, and List College.
- The Ziegler School of Rabbinic Studies in Los Angeles continues to ordain a new generation of talented rabbis.
- The Schechter Institute in Israel is ordaining Masorti Rabbis to serve Israel's growing Masorti population, educators to teach in their Tali Schools, and educated Masorti lay leaders; as well as sponsoring programs like the growing Masorti Women's Day of Study which take place annually in multiple locations around Israel.
- The Seminario Rabinico Latin-American in Buenos Aires trains Rabbis and Cantors, lay prayer leaders and even mohels, who serve in Latin America and around the world.
- And now we have Conservative Rabbis being ordained at the Zacharias Frankel College at the University of Potsdam in Germany. Who would have thought this would ever have been possible during our lifetimes, just 75 years after the liberation of Auschwitz/Birkenau?

The graduates of these amazing centers of excellence are employed throughout the world, not only as congregational Rabbis and Cantors. They are Chaplains working in many settings, Jewish educators, Jewish camp directors, university Hillel professionals, Israel advocates, social workers, non-profit agency executives, youth advisors, outreach workers, social justice advocates and Jewish lay leaders. They are leaders in business, law, medicine, social work and more, who work as professionals or as volunteers for a broad range of Jewish organizations. For those who attend the Seminaries either for undergraduate or graduate studies who do not choose the Jewish professional world, many work in areas of their professions that allow them to actively pursue the repair of our world...such as immigration issues, environmental issues, women's rights, and health care. They choose to live their Jewish values every day.

- We should be proud that **B'Yachad...Together** we contribute to the way the graduates of our Seminaries live their lives and that we help ensure that future generations will have educated Jewish professionals and lay leaders.
- **B'Yachad...Together** we contribute each day to a strong Jewish future, beginning in our homes, in our Sisterhoods and synagogues, our communities and around the world.
- **B'Yachad...Together** we women change the world with our strength, our resilience, our commitment, our ambition and our love.

- Each of us is one small nugget of gold, but **B'Yachad...Together** we reflect and refract the light inside us and help each other shine.

Thank you again for helping to strengthen education at Conservative and Maestro institutions of higher learning through your engagement in Sisterhood and Women's League, and through your support of Torah Fund. I know that **B'Yachad...Together** we will continue to work to ensure future generations of educated Jewish professionals who will guide and teach us, console and uplift our people. And **B'Yachad...Together** we Sisters will go from strength to strength.

Todah Rabbah!

## Sample Thank You Note: B'Yachad

August 2020

Dear \_\_\_\_\_,

Let me begin by thanking you for your previous support of and donation to the Torah Fund campaign.

The theme of this year's campaign is b'yachad, or together. The coronavirus disrupted our daily lives and caused us tremendous fear and anxiety. But it also caused our Jewish leaders to find new and creative ways to build community and supply meaning for synagogues, schools, JCCs, camps and other Jewish institutions. In the end, it brought us together in shared determination to face up to the crisis as our ancestors did so many times in the past.

Your gift to Torah Fund supports five Conservative/Masorti seminaries that are doing the great work that will help us, our children and our grandchildren navigate our future together as one people. Most of these students cannot afford to be there on their own. The scholarships and programs funded by Torah Fund help them make ends meet. They can't do it alone and Torah Fund can't do it without you.

Please go to

[https://secure2.convio.net/jts/site/Donation2?df\\_id=1481&1481.donation=form1](https://secure2.convio.net/jts/site/Donation2?df_id=1481&1481.donation=form1)

to make your donation. Every Torah Fund donation of \$180 or more will be recognized with this year's pin/pendant in appreciation of your generous support. Thank you in advance for your generosity and support of this powerful Jewish philanthropy.

With best wishes for a lovely rest of summer and a healthy New Year.

Sincerely,

Sample Thank You Note written by  
Rachel Ferber  
Region Torah Fund Vice President  
Central Great Lakes Region

# Torah Fund Speech: B'Yachad

WRITTEN BY MARJORIE FUHRMANN, SEABOARD REGION

Hello, I'm \_\_\_\_\_, Torah Fund Chair for \_\_\_\_\_ Sisterhood of \_\_\_\_\_. I'm here to tell you about Torah Fund, the dedicated philanthropy of Women's League.

Through Torah Fund, you will be providing scholarships, special projects, and student programming for the students of the five degree-granting Conservative/Masorti Seminaries around the world. These students are the future of Conservative/Masorti Judaism. They are the Rabbis, Cantors, Hazzan, Educators, Lay Leaders for us, our children and future generations. This can't happen without your active support.

Each year Women's League chooses a theme for its activities and programs. This year the theme is **B'Yachad** or "Togetherness". We will be coming together for our community. The pandemic has required us to practice social distancing. We have endured face masks and gloved hands, public buildings closed, and no touching. Let's share all our hopes for the future by practicing *tzedakah*. Gifts to Torah Fund are a meaningful way to achieve this goal.

*Tzedakah* is an interesting word. It has come to mean charity. Originally, it wasn't so. It meant "justice" or "righteousness." In Judaism, *Tzedakah* is one of the three main acts that can positively influence an unfavorable heavenly decree. And we all want that!

As we look back over this past year, the pandemic looms large. But what also looms large is the response of our five Conservative/Masorti Institutes of higher Jewish learning: the *Jewish Theological Seminary* in New York, the *Ziegler School of Rabbinic Studies* in Los Angeles, the *Schechter Institutes of Jewish Studies* in Jerusalem, the *Seminario Rabbinico Latinoamericano* in Buenos Aires, Argentina and the *Zacharias Frankel College* in Potsdam, Germany.

They all quickly adapted to this crisis by teaching classes remotely. Some offered and continue to offer free or inexpensive distance learning to the broader Jewish community. Everything that the seminaries did and do now is helping to keep us mentally and spiritually healthy and engaged.

Of course the main work of our seminaries is to educate our own Rabbis, Cantors, Educators and synagogue leaders, who have ably adapted to the challenges of the pandemic. Our clergy and educators teach remotely, hold virtual services and remain available to help with personal issues. What would we do without them?

Please think of our seminary students and teachers when making your charity commitments for this year. Thank you for your voluntary donation in support of Torah Fund. A donation of \$180.00 or more will result in a gift of a lovely pin that shows your support.

We are fortunate to have a strong, loving Jewish community, whom I trust will show warm-hearted generosity.

Thank you.

## Torah Fund Legacy Society Sample Solicitation Letter

August, 2020

Dear friends,

We are presented with a golden opportunity to extend our values beyond our lifetimes through the new Torah Fund Legacy Society.

Like you, my family and I have benefited for several generations from the loving care, spiritual direction, and wise counsel of the clergy of our congregation; from its educators and lay leaders; from our community's summer camp directors, counselors and chaplains. Our intellects have been broadened and deepened by the honest and penetrating scholarship of the finest minds of the Conservative/Masorti Movement. These valued leaders and teachers learned their craft at one of the five degree-granting seminaries of our movement, worldwide. It is our privilege to support this important work.

Won't you please join me in this vote of confidence in our Jewish future?

I'd like to direct you to the Resources page of our website where you can find our brochure, Frequently Asked Questions, and other informational material, including a Declaration of Intent and suggested language to show to your attorney. Please note that Torah Fund may not offer you legal, tax or financial advice. Please consult your financial, legal, or tax professionals.

I look forward to welcoming you into our new Society. L'Shanah tovah!

Sincerely,

# Torah Fund Legacy Society

## Sample Speech

Dear friends,

Those of you who know me know that I love Torah Fund. The Torah Fund Campaign of Women's League for Conservative Judaism has been my way of expressing my love for Judaism for years now. I have never had the chance to say why, and I am grateful for the opportunity to do so today.

My family has benefited from the work and caring of Rabbi \_\_\_\_\_ and Cantor \_\_\_\_\_, who studied at \_\_\_\_\_, which is one of the five seminaries supported by Torah Fund. But did you know that our Education Director is also a graduate of \_\_\_\_\_, as is our synagogue [Board chair, nursery school director, our local college Hillel Director, etc.]? My children have attended Camp Ramah, and their counselors and camp director — who know how to get through to our kids — all are alumni of \_\_\_\_\_.

The alumni of the five seminaries which are supported by Torah Fund -- JTS in New York, Ziegler in Los Angeles, Schechter in Jerusalem, the Seminario in Buenos Aires, and Frankel in Germany – have a positive impact around the world every single day. Their graduates lead our synagogues, schools and summer camps. They provide wise counsel in communal social service agencies, nursing homes, hospitals; at JCRCs, Federations, Hillels on college campus, doing Israel advocacy and much more. Their impact is wide and deep, and so must our support be.

Our children care about the Jewish future. But they will need our continued help to ensure that the Jewish future is strong and healthy, even after we are gone. I have provided for my children and grandchildren in my estate plan, and I have carved out an amount to give to Torah Fund. I have chosen to do this using my will; others have done it through financial investments, insurance benefits or other financial instruments.

I encourage you to think through your *ethical* will: your impact on the future, the legacy you will leave to the Jewish world, and the message that this one action will send to your children about the importance of giving back in a Jewish way.

Please join me as a member of this Society! Together we will make a positive difference for many years to come.

You are welcome to be in direct touch with me or with the Torah Fund office for further information.

Thank you for giving your attention to this new opportunity to make our Jewish future so bright!



# Creating New Spaces

## Sample Solicitation Letter

Dear friends,

As supporters of the Torah Fund Campaign of Women's League for Conservative Judaism, you already know the importance of our sisterhood's annual support of the five degree-granting seminaries of the Conservative/ Masorti movement.

Periodically we make an extra effort, which we call a 'Special Project' to support an especially worthy priority for one or more of these schools. This can be a 'bricks-and-mortar' construction project, or a compelling educational program — or, as in our newest Special Project, both!

**Creating New Spaces** is the newest Special Project of Torah Fund. It supports a building project at the Jewish Theological Seminary in New York, and a professional-skills program at the Ziegler School of Rabbinic Studies in Los Angeles.

**At JTS**, where a major renovation of the campus [is nearing completion/was recently completed], we will help the Seminary create a new physical space in the new Undergraduate Residence Hall. This brand-new, 5-story building has a study space on each floor, and we are very proud that the **Women's League Study Space** will be one of them.

**At Ziegler**, Rabbi Cheryl Peretz initiated a timely program in 2018-2019: a professional-skills program designed to address issues of gender-based harassment and bias. To be named the **Women's League Gender Bias and Harassment Institute**, it will help students recognize and handle instances of bias and harassment whenever they encounter them. This program creates a new emotional space for students while they are in school, and long after they have been ordained.

Through this new Special Project, we have the power to create welcoming new physical spaces and welcoming new emotional spaces for our future Jewish leaders. Together, let's show them we care!

The financial goal of the Spaces project is \$200,000, to be split equally between the two schools. This special campaign has no defined endpoint: it will conclude when we reach this goal.

Donors to Spaces will be recognized throughout the year at the local and Region levels. You can give to Spaces online at [support.jtsa.edu/tfCNS](https://support.jtsa.edu/tfCNS) or write a check to Torah Fund and write Spaces in the memo line.

Won't you pledge your support to this Special Project?  
*Todah Rabbah!*

## Creating New Spaces Sample Speech

Good Morning/Afternoon/Evening,

As supporters of the Torah Fund Campaign of Women's League for Conservative Judaism, you already know the importance of our annual support of the five degree-granting seminaries of the Conservative/ Masorti movement.

You also know that periodically we make an extra effort, which we call a 'Special Project' to undertake an especially worthy priority for one or more of these schools. This can take the form of a 'bricks-and-mortar' construction project, or a compelling educational program, or — as in our newest Special Project — both!

**Creating New Spaces** is the newest Special Project of Torah Fund. Its goal is to support a building project at the Jewish Theological Seminary in New York, and a new professional-skills program at the Ziegler School of Rabbinic Studies in Los Angeles.

At JTS, where the campus [is undergoing/has undergone] a major renovation, designed by world-renowned architects Tod Williams and Billie Tsien, we will help the Seminary create a new physical space in the new Undergraduate Residence Hall, designed with intentionality to support new technology which is so necessary for higher education today; with access for people with disabilities; with consideration for the environment; with wonderful kitchen facilities; and with spaces for study and socializing.

Many years ago, Torah Fund was instrumental in retrofitting two residential properties as dormitories, which became the Mathilde Schechter and Goldsmith Halls. Today, the proceeds of the sale of those buildings have contributed a substantial portion of the funding of the new campus construction. Our investment in the past has multiplied, and has become an investment in the future.

This brand-new 5-story undergraduate dormitory has a study space on each floor, and we are very proud that the Women's League Study Space will be one of them. Dedicating a study space is a wonderful way to perpetuate Women's League's long-standing involvement in the building and rebuilding of the Seminary campus.

At Ziegler, Rabbi Cheryl Peretz initiated a timely program in 2018-2019 in response to students' needs: a professional-skills program designed to address issues of gender-based harassment and bias. Now this program needs to be endowed so that it can be sustained as long as it is needed.

To be named the Women's League Institute on Gender Bias and Harassment, it will help students recognize instances of bias and harassment whenever they encounter them. They will learn how to handle them, whether in the workplace, synagogue, school, summer camp, or wherever their rabbinic work takes them. This program creates a new emotional space for students while they are in school, and long after they have been ordained.

As participants in this new Special Project, we are empowered to create welcoming new physical spaces and welcoming new emotional spaces for our future Jewish leaders. Together, let's show we care!

The financial goal needed to create these new spaces is \$200,000, to be split equally between the two schools. This special campaign has no defined end-point: it will conclude when we reach this goal.

Donors to Creating New Spaces will be recognized throughout the year at the local and Region level. Thank you for considering this special gift!

## Contributions

**For credit card Torah Fund General Campaign contributions, donors MUST make their donation online via this page:**

[https://secure2.convio.net/jts/site/Donation2?df\\_id=1481&1481.donation=form1](https://secure2.convio.net/jts/site/Donation2?df_id=1481&1481.donation=form1)

**For credit card contributions for Creating new Spaces, go to [support.jtsa.edu/tfCNS](https://support.jtsa.edu/tfCNS)**

All donations are actively being processed, including checks.

### THE DIGITAL TRANSMITTAL FORM FOR CHECKS

*IMPORTANT:* Please make sure that all checks sent to Torah Fund **are payable to Torah Fund**, not Women's League.

The transmittal form is available here:

[https://www.dropbox.com/sh/4fcgm1vx528ze9x/AADNqaT\\_GXwnbZaISMo\\_m6Ona?dl=0&preview=2020+Transmittal+Forms.pdf](https://www.dropbox.com/sh/4fcgm1vx528ze9x/AADNqaT_GXwnbZaISMo_m6Ona?dl=0&preview=2020+Transmittal+Forms.pdf)

The Torah Fund office can also email this form to you - to request it: [torahfund@jtsa.edu](mailto:torahfund@jtsa.edu)

### HOW TO USE THE TRANSMITTAL FORM

Make a copy of the blank form to use, and save the blank original. Include the name of your sisterhood and the date. Input your Region, and indicate checks you have received.

Make sure the total appears at the bottom of the Donation column, where it says Grand Total of Donations. Save the completed transmittal form on your computer, labeled with the date. Email a copy of the completed transmittal form to your Region Torah Fund Vice President. **Print a copy of the transmittal form and mail it with the itemized checks to the Torah Fund office via U.S. Priority Mail or Fedex, which are traceable** (Priority Mail is inexpensive). Send to:

JTS-Torah Fund  
3080 Broadway  
New York, NY 10027

Please Do NOT send checks to the Torah Fund office without a completed transmittal form.

For donors contributing to **Creating New Spaces**, they should make their check payable to Torah Fund and add the word 'Spaces' in the memo line. Without this designation on the check, the gift will be allocated to the general Torah Fund campaign.

If you need help with transmittals, please contact Meg Morrison, the Torah Fund Administrative Assistant, at (212) 678-8027.

### IF YOUR SISTERHOOD DEPOSITS DONATIONS INTO ITS CHECKING ACCOUNT

If your sisterhood collects individual donations and issues one aggregate check to Torah Fund, **each donor's check should be made out to the sisterhood** and deposited in the sisterhood checking account. The sisterhood gives receipts to individual donors. Once all the donor checks have cleared, the sisterhood Treasurer then issues one check from the sisterhood account **made out to Torah Fund** and sends it to the Torah Fund office.

### **IF YOUR SISTERHOOD DOES NOT DEPOSIT DONATIONS BUT SENDS THEM TO TORAH FUND**

If your sisterhood collects donor checks but does not deposit them in a checking account and sends them to Torah Fund to deposit them, the sisterhood does not issue receipts.

In this case, please collect the checks and use the Transmittal form as outlined above. The Torah Fund office will send receipts to individual donors. **Each donor's check should be made out to Torah Fund**, NOT to your sisterhood. Torah Fund cannot deposit a check made out to a sisterhood.

### **MATCHING GIFT DONATIONS**

For donors with **Matching Gift donations**, please have a look at the website of the corporation matching their gift and provide the answers they require. The legal entity that processes Torah Fund gifts is the Jewish Theological Seminary. Please email the Torah Fund office to expect a Matching Gift, the amount, and the name of the issuer of the check. [torahfund@jtsa.edu](mailto:torahfund@jtsa.edu)

### **\*ATTENTION CANADIAN DONORS**

Make checks payable to Jewish Theological Society and send to:  
3845 Bathurst St., Suite 310  
Toronto, Ontario, M3H 3N2.

Please indicate 'Torah Fund' on the check and on the Transmittal form.

Canadian tax receipts will be issued by the Jewish Theological Society and mailed directly to donors.

For donors contributing to Creating New Spaces, make check payable to the Jewish Theological Society and add the word "Spaces" in the memo line.

## Requesting a Student Speaker from JTS or Ziegler for Your Event

Our students are wonderful spokespeople for our seminaries. They can share their life stories and spiritual journeys, their command of Torah and/or their gift of music, their poise, warm, idealism and energy, and their vision for the future of the Jewish people.

We can help secure a student speaker from either JTS or Ziegler for your upcoming events. From Ziegler you can request a rabbinical student. From JTS you can request either a rabbinical, cantorial, education, or undergraduate student.

### **DURING THE PANDEMIC**

JTS students receive an honorarium of \$100 for a typical talk - whether on a Sunday Zoom brunch, or for a weeknight Zoom event. The honorarium is paid after the event.

Cantorial students require accompaniment on piano or guitar or other instrument (depending on the type of music they will sing). Students and accompanists are paid for rehearsal time as well as performance time. The student honorarium is separate from the fee for accompaniment.

### **POST-PANDEMIC**

Normally for students traveling to your community, all transportation costs would be paid by your Sisterhood. If a student were invited for Shabbat, accommodations at a kosher home within walking distance of the synagogue would be expected, as would a schedule in respect of Shabbat/Yom Tov, in accordance with the policies of the Conservative Movement.

### **HOW TO SECURE A STUDENT FOR YOUR EVENT**

Please request at least three months in advance.

For a JTS student, contact **Lisa Paule** at [lipaule@jtsa.edu](mailto:lipaule@jtsa.edu)

For a Ziegler student, contact **Rabbi Artson** at [bartson@aju.edu](mailto:bartson@aju.edu)

We are developing a speaker page and request form for the Torah Fund webpage, where you will be able to request a speaker .