



TORAH FUND *B'Yachad* CAMPAIGN GUIDE 2021-2022



Guidance and tips for promoting Torah Fund and raising funds in support of our mission.

Onward to a very successful campaign!

The dedicated philanthropy of the Women's League for Conservative Judaism, Torah Fund supports scholarships and programs in the worldwide Conservative/Masorti institutes of higher Jewish learning.

3080 Broadway
New York, NY 10027-4649
(212) 678-8876
torahfund@jtsa.edu
www.jtsa.edu/torahfund

Table of Contents

Introductions	
WLCJ President.....	3
International Torah Fund Chair.....	4
Torah Fund Director.....	5
Torah Fund Leadership 2021-2022.....	6
Torah Fund Operations.....	7
Timeline of Tasks for New Chairs / Checklist.....	8
Sample Materials	
Sample Fundraising Speech.....	11
Sample Thank-you Note.....	12
Sample Torah Fund Speech.....	13
Sample Legacy Society Solicitation Letter.....	14
Sample Legacy Society Speech.....	15
Sample <i>Creating New Spaces</i> Solicitation Letter.....	16
Sample <i>Creating New Spaces</i> Speech.....	17
Contributions.....	18
Requesting a Student Speaker from JTS or Ziegler for Your Event.....	20

From The WLCJ President



SHALOM FRIENDS,

B'YACHAD...TOGETHER, how could we ever have known when this theme was chosen almost four years ago we would not be **together** in person at Torah Fund events for almost a year and a half? How could we have known that **together** would have meant that the magic of Zoom would take over our lives virtually? How could we have known, that for the first time ever in the history of Torah Fund, we would carry the theme over from one year to the next and wear our pin for two years? How ironic that the theme is B'Yachad and means **together**. And yet, during this difficult time I feel closer to my Women's League Sisters and Torah Fund devotees than ever before. We understand that the motivation and reason behind our donations to Torah Fund is about working **together** to ensure the future of Conservative/Masorti Judaism. Our donations are not about the beauty of the pin or if it arrives in time for the High Holidays. Our donations are about providing financial opportunities to the students in all five seminaries so they can provide us spiritual opportunities.

In desperate times like this past year in the Pandemic, I am often reminded of those strong Women's League women, who in 1942, created the Torah Fund Campaign during their own catastrophic events of World War II and the Holocaust. From them, we learn that the students need us now more than ever. And, from them we also learn that it is up to us, the Women's League women of the 21st century to work **together** to engage our members to recognize and appreciate the important work we do.

I look forward to working B'Yachad, **together** with all of you to continue our legacy of being one of the longest ongoing funds for Jewish Education. 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

We will celebrate 80 years of Torah Fund in 2022! Eighty is the year of strength. (Pirkei Avot 5:23)

B'Yachad, together, we confirmed our capabilities, our creativity, our adaptability during a challenging year.

B'Yachad, together, we will brainstorm and share our stories. We will celebrate our successes.

B'Yachad, together, this year, we will transition from challenge to strength.

B'Yachad, together, we will begin our 2021-2022 **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 Institute of Jewish Studies (Jerusalem), Seminario Rabinico Latinoamericana (Buenos Aires), Zacharias Frankel College (Germany).

B'Yachad, together, we will continue our special project, **Creating New Spaces** supporting:

- The Jewish Theological Seminary (JTS) Crossroads Campaign, the new Undergraduate Residence Hall's "Women's League Study Space"
- A special course of training at the Ziegler School of Rabbinic Studies, "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, together, we will offer our members the opportunity to continue giving through the **Torah Fund Legacy Society**. We will ensure that our work continues to meet the needs of future generations.

Let us achieve the strength of eighty years *B'Yachad, together*, as we support our students, the future leaders of the Conservative/Masorti community.

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



From Our Torah Fund Director

United in Our Purpose *B'Yachad*

Since taking on the role of Torah Fund Director, I've seen the tremendous dedication of our volunteers, and the wonderful ways you raise money for the five Conservative/Masorti institutes of higher education we support. Throughout these challenging and changing times, your commitment has been unwavering, and together we've made a notable impact.

With new tools to encourage donors and prospects to give to Torah Fund, we can expand our base of support and give more to further the important programming and student scholarships that our work helps provide. We've developed our Torah Fund website, updated our online giving page, established a new Torah Fund ecards platform, enhanced Chadashot and have instituted eblasts and updates for our internal and external audiences. Our Torah Fund logo has been modernized and we have an attractive, branded look across all our materials - including those for the Torah Fund Legacy Society.

We're poised to continue the momentum. With your help, we can make a positive difference for Torah Fund, thereby fortifying a new generation through education, and ensuring the future of the Jewish people. Thank you for all your efforts on behalf of Torah Fund, and for making this new campaign year an outstanding success.

Lisa Paule
Torah Fund Director



Torah Fund Leadership 2021-2022

Women's League
International President
Debbi Kaner Goldich
dgoldich@wlcj.org
610-324-7940

Torah Fund Director
Lisa Paule
lipaule@jtsa.edu
212-678-8876

Canadian Liaison
Randy Schwartz
rschwartz@wlcj.org
204-896-3151

Advisor
Lauren Wishnew
lwishnew@wlcj.org
917-575-7081

Special Projects
Marjorie S. Miller
mmiller@wlcj.org
516-298-6974

Creating New Spaces
Carol S. Simon
csimon@wlcj.org
813-928-1761

Torah Fund Legacy Society Co-Chair
Cathy Swerdlow
cswerd@gmail.com
407-862-2374

International Torah Fund Chair
Barbara Ezring
bezring@wlcj.org
704-607-7195

Torah Fund Vice Chair –
Finance
Janet Kirschner
Jkirschner@wlcj.org
609-471-8396

Torah Fund Vice Chair –
Communications
Madeleine Gimbel
mgimbel@wlcj.org
404-944-0077

Chadashot Editor
Jodi Beck
jodib628@yahoo.com
404-213-8823

Student Liaison – JTS
Sharon Hammerman
sfhammermn@aol.com
732-330-6334

Student Liaison – ZSRS
Tobie Rosenberg
tobela25@gmail.com
818-986-0936

Torah Fund Legacy Society Co-Chair
Marcia Toppall
marciatoppall@gmail.com
410-580-2082

Torah Fund Operations

As of July 2021, the Torah Fund office is still closed and operations continue to be conducted remotely. We are in the process of updating our Torah Fund resources and we'll keep you apprised of all new developments and tools that will enhance fundraising for our continuing *B'Yachad* campaign.

CAMPAIGN MATERIALS

The Torah Fund webpage is www.jtsa.edu/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

The following materials will be available:

- **Volunteer Data form**
- **Pin Order Form**
- **Transmittal form**
- **Torah Fund pin flyer**
- **Torah fund invitation shell**
- **Copy of bi-fold brochure**
- **New spaces brochure (current version - an updated version is being designed)**
- **Legacy Society brochure (current version - an updated version is being designed)**
- **Legacy Society intent form**
- **Legacy Society bequest form**
- **Legacy Society FAQs (current version - an updated version is being designed)**
- **The 2021-2022 *B'Yachad* Campaign Guide**

These digital materials can also be requested from your Region Torah Fund VP, or from Meg Morrison at memorrison@jtsa.edu.

DONATIONS

We wholeheartedly encourage online giving. Torah Fund contributions can be made via: <https://inspired.jtsa.edu/torahfund>

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

CONTACTS FOR TORAH FUND

Lisa Paule lipaule@jtsa.edu;
Sherrill Moss Solomon shsolomon@jtsa.edu;
Meg Morrison 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 VP.
- Complete the Volunteer Data Form and email it to Meg Morrison: memorrison@jtsa.edu.
- Propose a **Zoom event** 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

- Get your sisterhood goal from your Region VP.
- 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 encourage them to 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 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.

- Plan a Woman of Achievement and/or a Hanukkah online event. Plan a schedule of email reminders about the event.
- For your e-bulletin/newsletter, write about one of the five Conservative/Masorti institutes of higher education that Torah Fund supports. Information can be obtained from each institution's website. You can feature one per 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 15, 2021** deadline for donations by check to be received in the Torah Fund office, to generate receipts for 2021 for tax purposes. Call donors who have historically given in December. **Encourage use of the online contribution form:**
<https://inspired.jtsa.edu/torahfund>
- Request a student from JTS or Ziegler to be a guest speaker for your online events scheduled for January-February. Lisa Paule can be contacted with your speaker request: lipaule@jtsa.edu Please see the section in this Guide entitled Requesting a Speaker for Your Event.

December - February

- Process all gifts (checks) that arrive in December immediately, for donors who want their contributions recognized for 2021 tax purposes. **The deadline for receipt of checks in the Torah Fund office is December 15, 2021.** The deadline for online contributions is December 31, 2021.
- Hold an online donor appreciation event or an educational event; or work with other sisterhoods in your region to host such an event jointly. Encourage attendees to make contributions online (or if necessary, to send donations to their respective sisterhood chairs).
- Write an article about the event for the Purim edition of the synagogue bulletin.
- Depending on feasibility during the pandemic, prepare Mishloach Manot or Celebrate Vashti or other Purim fund-raiser materials.
- Request a student from JTS or Ziegler to be a guest speaker for your online events scheduled for April-May. See Requesting a Speaker in this Guide on page 19.
- Send a Save-the-Date email for your spring event or online event.
- Ask your Region VP 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 event or 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 VP 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 the online Spring conference for your Region 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 26, 2022 for Canadian sisterhoods**, and by **June 15, 2022** for all other sisterhoods. (Contributions received after June 30, 2022 will not be credited to sisterhoods for goal completion of this *B'Yachad* campaign year.)
- Hold your final online sisterhood event in May.
- Bring all financial records up to date.
- Send thank-you notes to all volunteers who helped with the *B'Yachad* campaign.
- In May, ask your Region VP 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.
- If you are not continuing in the role in July, 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 21st 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://inspired.jtsa.edu/torahfund> 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 VP
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 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 contributions, U.S. donors **MUST** make their donation online via this page:

<https://inspired.jtsa.edu/torahfund>

For credit card contributions for Spaces, select that option on the drop-down menu.

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

The Torah Fund office can also email this form to you - to request it: 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 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.

SENDING DONOR CHECKS TO TORAH FUND

If your sisterhood collects donor checks, please ensure they are each written to Torah Fund and use the Transmittal form as outlined above. The Torah Fund office will send receipts to individual donors. Again, **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.)

IF YOUR SISTERHOOD DEPOSITS DONATIONS INTO ITS CHECKING ACCOUNT

Sometimes a sisterhood collects individual donations (checks) payable to the sisterhood, deposited in the sisterhood account, and issues one aggregate check to Torah Fund. In this instance, 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.

We prefer not to receive aggregate checks, but rather for your donors to all write their checks payable to Torah Fund, or better still, to make an online contribution to Torah Fund. The advantages of an online contribution are that the donor receives an immediate receipt for the contribution, and Torah Fund has quick access to those funds.

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

ATTENTION CANADIAN DONORS

Make checks payable to Jewish Theological Society and send to:
100 Elder Street
North York, Ontario, M3H 5G7

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

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 virtual events. From Ziegler you can request a rabbinical student. From JTS you can request either a rabbinical, cantorial, education, or undergraduate student.

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 by check by the sisterhood directly to the guest presenter after the event.

Cantorial students may require musical accompaniment, and students and accompanists are paid for rehearsal time as well as performance time (variable). 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. We'll advise when onsite guest bookings may be possible.

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

For a Ziegler student, contact **Rabbi Artson** at bartson@aju.edu