



## Donor Choice FAQ's

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### 1. Can you explain what the Federation does?

The Federation ensures the health and vibrancy of our Jewish community, locally, in Israel and around the world. We solve community-wide challenges by strategically investing your dollars in high-impact agencies, organizations and programs.

☞ Refer to the [Four Fund Gift Allocation](#) sheet for additional details.

### 2. Can you give me examples of the types of agencies, organizations and programs that will be supported through each Fund?

Yes. I am happy to give you some examples.

☞ Refer to the [Four Fund Gift Allocation](#) sheet for examples.

### 3. Can I designate my entire gift to one or more of the funds? Why only 25%?

You can designate your entire increase. Designating only 25% of your gift ensures that we continue to support our local and global agencies, organizations and programs -- in order to sustain the overall health and well-being of our Jewish community.

☞ Note: donors may only allocate 25% of their last gift amount PLUS 100% of their increase to one or more of the Four Funds.

### 4. Can I direct my gift to a specific agency?

We encourage you to support organizations that are personally meaningful for you. Know that when you give through Federation, you make our entire network of social services stronger. We address community issues that go beyond just funding individual institutions -- offering organizations more than money, including expertise and infrastructure support. Our 100 year history has proven that we can do more than any one person or one agency can accomplish alone.

☞ Refer to the [Four Fund Gift Allocation](#) sheet for additional details.

### 5. How will this new designation option impact the agencies that are currently funded? Will they still receive grants for operating support?

We will continue to grant unrestricted operating support to our network of agencies (through the Community Core and Israel and Global Funds.) In addition, the Innovation and Community Initiatives Funds offer the opportunity for agencies and synagogues to request grants in areas such as reducing barriers to participation in Jewish life, developing new approaches to engage young adults, and fueling innovation.

### 6. Are contributions to the Four Funds really fungible anyway?

No – your dollars will go to the Funds you choose. The Donor Choice program maintains a thoughtful balance between addressing pressing issues facing our Jewish community and caring for the health and well-being of our collective future.

### 7. I just sent you a check – can I designate from the money that I already sent?

Donor Choice and the opportunity to allocate to the Four Funds are NEW OPTIONS for the 2012 Campaign only. The gift that you sent this fall may have been a payment for the 2011 Campaign, and it is not possible for it to be designated.

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You may designate 25% of your last gift amount PLUS 100% of the increase for a new pledge to the 2012 Campaign (2012 pledges are payable through December 2012).

 *Note: If the donor has further questions on the timing of his/her last gift, please ask a staff member.*

**8. Can you send me more information about the Four Funds?**

Yes, I would be happy to send information in the mail together with your pledge card. Can I verify your mailing and email addresses?

**9. I don't agree with the politics in Israel. Can I direct my gift to only local agencies?**


The Federation does not take a position on Israeli politics, and our funding does not support the government of Israel. We support programs that help people and strengthen the fabric of Israeli society, including absorption of new immigrants, ensuring equal opportunity to Israel's citizens, and fostering Jewish pluralism. You can ensure that a larger percentage of your gift stays local by designating your donation to the Core Community, Bay Area Initiatives and Innovations Funds.


**10. How do I know that the Federation is fiscally efficient?**


The Federation's administrative expenses are a low 13.9% of total revenue. Charity Navigator, America's largest independent evaluator of charities, has once again awarded our Federation its highest 4-star rating, recognizing that we execute our mission in a fiscally responsible way, and outperform most other charities in America. In this competitive philanthropic marketplace, this "exceptional" designation confirms what our donors already know – that we are an effective organization they can support with confidence.


**Donor Choice. Here's how it works:**

- Step 1: Determine whether the donor would like to participate in this new donor choice program.
- Step 2: Determine the amount of the gift that is eligible to allocate using the guidelines below.
- Step 3: Determine how much of the eligible amount and to which Funds the donor would like to allocate.

 Existing Donors who increase their gift may allocate up to 100% of the increase PLUS up to 25% of their last gift amount.

 Existing Donors who give a flat (or decreased gift) may allocate up to 25% of their 2012 gift.

 New Donors may allocate up to 25% of their 2012 gift.

 **Note:** a donor does not have to allocate 100% of the eligible (allocable) amount of their gift. They can choose any amount UP TO the total amount that is eligible.

**Scenarios for Donor Allocation Choices:**

**Scenario 1: New Donor**

Last Gift = \$0  
2012 Gift = \$10,000  
Maximum Eligible  
for Donor Allocation =  
25% x \$10,000 = **\$2,500**

**Scenario 2: Increased Gift**

Last Gift = \$10,000  
2012 Gift = \$12,500  
Maximum Eligible  
for Donor Allocation =  
[25% x \$10,000] = \$2,500  
+ \$2,500 (Increase over last  
gift) = **\$5,000**

**Scenario 3: Reduced Gift**

Last Gift = \$10,000  
2012 Gift = \$9,000  
Maximum Eligible  
for Donor Allocation =  
25% x \$9,000 = **\$2,250**