

# GLOBES

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## The generation that donated without questions is gone

*(Excerpts translated from original Hebrew)*

*Hundreds of non-profit organizations in Israel compete for the billion dollars Diaspora Jews contribute each year, and the “schnorr” is becoming difficult and complicated. The director of JDC-Israel, Arnon Mantver: “Contributors want to know exactly where the money is going. We fund a thousand initiatives for the weak, most of them in collaboration with the establishment.” Stella Korin-Lieber writes about the new breed of Jewish donor and what the third sector lacks.*

More than \$1.1 billion of contributions from Diaspora Jewry still arrives in Israel every year, earmarked for non-profit organizations that compete for this money. But this is getting more and more difficult. “Philanthropy solely based on emotional motives still does exist, but it is diminishing,” says Arnon Mantver, the director-general of JDC-Israel, the local arm of the American Jewish Joint Distribution Committee. The issue of financial donations is becoming increasingly complicated. In the distant past the donors gave a lot, did not ask questions, and went home happy and pleased with themselves.”

But the generation of contributors who gave and did not ask questions is over. “A new generation of donors has arisen who are not interested in contributing to a large organization that will use the money as it pleases. Contributors today are very involved in the donation and in how it is used. They want to know exactly where the money is going and ask for regular reports, which they review and confirm. Therefore, those who know how to persuade, explain, present clear goals, provide economic answers and financial reports, receive the money.”

And if this were not enough, the competition for the green dollars has become increasingly intense over the years. Every organization, in Israel and in other countries, does its own fundraising work, presents a narrative about its needs, and makes unique promises. Mantver: “The scope of contributions sent to Israel every year is a market that requires competition. In light of the changing character of the philanthropy that invests in social issues in Israel, partnerships and economic considerations become critical in deciding where to allocate the donated funds.”

Mantver: “We are running after the money all the time. I come with money I receive from the global JDC and from contributors, and seek matching grants in Israel. This is why an agreement with the government is so important. The partnership with the state, the top governmental entity, provides assurance of continuity and seriousness. I communicate this assurance to the contributors.”

With a growing number of entities seeking a share of the money, donations can go here one time and there another time. The new donors are young and well-educated Jews who manage their money carefully, and some of them are physically distant from Israel. This completely changes the character of the fundraising. Mantver: “I

have to show them that there is business thinking behind the request and the use of the funds. I work in a market and, as in any market, there is demand and supply and competition. It's true that there is also an emotional side, but it is a sophisticated market. They want to know everything. How much, when, why, how and where exactly. They want to hear an attorney, accountant and also a financial advisor in order to know what to do with the money until the investment, or even a high-tech consultant who can explain the activities pertaining to youth and computers.

“There is no question about it. The world in which you would give a little money to this or that, and were not interested in what they did with it, is gone. There is not enough money for this. This is true for private individuals, business organizations, and also relative to the state's share and in non-profit activity. Social organizations cannot come with demands and grumble. They have to take responsibility, including economic responsibility. After all, we're talking about billions of shekels.

“Philanthropy is a serious business. It is billions of dollars. In Israel, people are unfamiliar with many of the existing tools that can assist philanthropic organizations. In the West, there are family funds, preservation funds, stocks whose shareholders take social issues into consideration, life insurance policies that enable a person's heirs to continue his philanthropic work after his death. This is a familiar trend in the U.S. and it is also time for it to establish itself here. The problem is that Israel is many years behind American philanthropy and we need to create and offer innovative economic tools.”