

Budget Digest

COUNCIL OF JEWISH FEDERATIONS AND WELFARE FUNDS
727 SEVENTH AVENUE NEW YORK 22, N.Y.

May 1961
No. 30

AMERICAN ZIONIST COUNCIL
515 Park Avenue
New York 22, New York

The American Zionist Council is an organization of organizations.* Its constituent organizations are:

American Jewish League for Israel
Bnai Zion
Hadassah, Women's Zionist Organization of America
Religious Zionists of America (including Hapoel Hamizrachi
Women and Mizrahi Women)
Labor Zionist Movement (including Farband, Pioneer Women)
Progressive Zionist League-Hashomer Hatzair
United Labor Zionist Party (Achdut Avodah-Poale Zion)
United Zionist-Revisionists of America
Zionist Organization of America

The AZC is appealing directly to Welfare Funds for the first time in 1961 to provide \$778,000 toward a net budget of \$1,403,437** for the year beginning April 1, 1961. The balance of \$629,437 which is to be sought from non-Welfare Fund sources, including support from its constituent organizations, will be directed especially to finance those programs which have more direct relevance to the responsibilities of these organizations than to the community as a whole. This is reflected in the goal of \$215,000 which it will seek to raise from and through the membership of its nine constituent organizations. It will also seek to raise \$292,000 in New York City and will require an additional \$178,000 from independent fund raising in some large cities to balance its budget.

- * The American Zionist Council is listed by the Internal Revenue Service as a tax-exempt and tax-deductible organization.
- ** On a gross basis, income of about \$35,000 should be added to this total for earnings, fees, subscriptions, and the like.

C-30(1961)

"Budget Digests" is a factual series of reports on the programs and finances of national and overseas agencies which seek Jewish communal support.

In order that Welfare Funds might conduct their 1961 campaigns on the basis of inclusion of the appeal of the AZC, a notice was sent to Welfare Funds by AZC early in 1961 indicating that the AZC wished to be considered a direct beneficiary of Welfare Funds in 1961 and that it would submit program and budgetary information to the Council of Jewish Federations and Welfare Funds and specific requests to each Federation at a later date.

The information in this report is drawn largely from data submitted by AZC in accordance with this notice.

The AZC was formerly financed by the Jewish Agency for Israel, but this financial support was to cease at March 31, 1961. The source of this Jewish Agency support of the AZC was the UJA which is financed by Welfare Funds. The AZC is seeking direct support from Welfare Funds since the reorganization of the Jewish Agency for Israel, Inc. in 1960 resulted in the separation of AZC activities from the basic programs of immigrant aid which will continue to be financed by the Jewish Agency for Israel. This separation was in line with the principle that decisions and support of domestic activities should be made by the American Jewish community rather than by an international agency.

The budgetary level of \$1,463,487 for 1961-62 is approximately the same expenditure level as for 1960-61, the terminal year of Jewish Agency support. With the transfer of financial responsibility and program administration from the Jewish Agency, the AZC plans to examine the transferred programs to determine whether changes are feasible or desirable as well as the level of operations which would be necessitated by realistic financial prospects or experience.

The major headings in the AZC expenditure and income budget for 1961-62 are indicated at the end of this report. The amounts sought from each source of income, as related to each type of program, are also indicated.

1. The INFORMATION AND PUBLIC RELATIONS DEPARTMENT (\$328,350) is concerned with projecting a positive understanding of Israel on the American scene. Its program is also designed to combat Arab propaganda which results in creating anti-Jewish feeling.

In order to carry out this program, the AZC utilizes various forms of mass media -- radio, television, film, periodicals (\$53,300). It operates an extensive Speakers' Bureau (\$72,700) which is available mainly to non-Jewish or non-sectarian groups and provides such groups with Israeli speakers from an appropriate profession or with other persons prominent in Israel.

It conducts seminars on Israel and Middle Eastern problems (\$67,000), on university campuses including fellowships which make it possible for university personnel to visit Israel. It also assists in the financing of study groups for academic personnel visiting Israel on the Bible and on other topics. It maintains continuing contact with various religious and educational organizations concerned with Middle Eastern problems.

A research and press service (\$65,200) prepares and provides specialized materials for use of all departments of the agency, as well as for other publications.

Close cooperation is maintained with the Christian community. It finances or sponsors speakers, publications, tours to Israel, etc., for persons of various faiths, primarily in the religious and academic fields.

2. The YOUTH DEPARTMENT (\$306,610) includes provision for grants to Zionist youth movements for their general activities and for their summer camps (\$118,500). Assistance is provided for those wishing to prepare for pioneering in Israel (\$17,000), but all of this activity is to be supported by income from the constituent organizations. Workshops and leadership training programs in Israel are partially subsidized and grants are available for study at the Hebrew University (\$26,000). Part of this program is financed by estimated income of about \$6,000 from fees.

American Zionist Youth Activities (\$87,860) are conducted in the United States, but one-fourth of these costs are to be supported by income received from the constituent agencies of the AZC.

3. The ORGANIZATION DEPARTMENT (\$129,133) consists mainly of seven regional offices of the AZC. These offices are channels for the activities of all other AZC departments. They help to organize local Zionist Councils which conduct activities on the local scene which derive from the national programs of the AZC. The AZC reports that there are 279 local Zionist Councils in existence and that this represents an increase of some 23 per cent over the number in existence in 1959.

4. The HERZL FOUNDATION (\$211,336) consists of three divisions: the Herzl Institute, the Herzl Press and Midstream.

The Herzl Institute (\$106,510) was established in 1954 by the Jewish Agency and the American Zionist Council as a center for Zionist adult education. Its programs have included lecturers on

It conducts seminars on Israel and Middle Eastern problems (\$67,000), on university campuses including fellowships which make it possible for university personnel to visit Israel. It also assists in the financing of study groups for academic personnel visiting Israel on the Bible and on other topics. It maintains continuing contact with various religious and educational organizations concerned with Middle Eastern problems.

A research and press service (\$65,200) prepares and provides specialized materials for use of all departments of the agency as well as for other publications.

Close cooperation is maintained with the Christian community. It finances or sponsors speakers, publications, tours to Israel, etc., for persons of various faiths, primarily in the religious and academic fields.

2. The YOUTH DEPARTMENT (\$306,610) includes provision for grants to Zionist youth movements for their general activities and for their summer camps (\$118,500). Assistance is provided for those wishing to prepare for pioneering in Israel (\$17,000), but all of this activity is to be supported by income from the constituent organizations. Workshops and leadership training programs in Israel are partially subsidized and grants are available for study at the Hebrew University (\$26,000). Part of this program is financed by estimated income of about \$6,000 from fees.

American Zionist Youth Activities (\$87,860) are conducted in the United States, but one-fourth of these costs are to be supported by income received from the constituent agencies of the AZC.

3. The ORGANIZATION DEPARTMENT (\$129,133) consists mainly of seven regional offices of the AZC. These offices are channels for the activities of all other AZC departments. They help to organize local Zionist Councils which conduct activities on the local scene which derive from the national programs of the AZC. The AZC reports that there are 279 local Zionist Councils in existence and that this represents an increase of some 23 per cent over the number in existence in 1959.

4. The HERZL FOUNDATION (\$211,336) consists of three divisions: the Herzl Institute, the Herzl Press and Midstream.

The Herzl Institute (\$106,710) was established in 1954 by the Jewish Agency and the American Zionist Council as a center for Zionist adult education. Its programs have included lectures on

contemporary problems on the Jewish scene in all countries. Subjects dealt with included life in the Negev, the status of Arabs in Israel, everyday life in Israel, the position of Russian Jewry, the nature of Jewish religious revival, Jewish life in Europe, etc.

One aspect of its work is the securing and processing of records and archives dealing primarily with the history of Zionism in the United States. The objective is to form a permanent collection available to all scholars. Periodic conferences of scholars are arranged. In 1958 extensive use of a questionnaire resulted in publication of a booklet, "Current Jewish Social Research," which includes a listing of the subjects of graduate theses and doctoral dissertations at some major theological seminaries.

Although the Herzl Institute's past activities have been concentrated in New York City, it is contemplating extension services which would benefit outlying communities.

The Herzl Press (\$40,160) has published ten volumes and four booklets including such titles as: "The American Jew," "The New Zionism," "Utopians at Bay," "Early History of Zionism in America and Latin America," and "The Palestine Problem." Some books were subsidized but appeared under the imprint of other publishing houses.

The major interest of the quarterly magazine "Midstream" (\$39,660) revolves around Israel and the implications of the fate of the destroyed Jewish communities of Europe. However, these primary interests are related to nearly every phase of Jewish life in America by the editors of "Midstream." Hence, almost any development on the American Jewish cultural scene is considered to be of interest to "Midstream" and is reflected in its publication program. The quarterly has approximately 4,500 subscribers.

Subscription and other fee income for these activities is budgeted at almost \$30,000.

5. The DEPARTMENT OF EDUCATION AND CULTURE (\$161,675) has as its major objectives the promotion of knowledge of Hebrew culture and modern Israel. These efforts include the advancement of Hebrew language studies.

Specific projects and activities included in the work of this Department are: teachers' institutes, seminars, Hebrew and Israel studies and Hebrew language courses at American institutions of higher learning.

Educational materials are supplied to Jewish schools and some new day schools receive grants. AZC constituents are to provide

three-quarters of the estimated total cost of \$20,000 for aid to new day schools.

A six-month training seminar for Hebrew teachers is held annually in Israel and an annual summer seminar in Israel is also held for American professors of Bible and Hebrew. An annual summer workshop in Israel is conducted for Jewish educators and rabbis in cooperation with the American Association for Jewish Education.

The Department provides grants to Histadruth Ivrit, including Hadoar, Bitzaron and other Hebrew language activities. These grants, which account for half of costs of \$15,500, are considered to be in behalf of the membership of the nine constituent agencies of the American Zionist Council.

6. The DEPARTMENT OF TORAH EDUCATION AND CULTURE (\$75,083) has as its purpose the strengthening of a pro-Israel spirit among Orthodox Jews in order to bring them closer to the State of Israel and its problems and to spread the knowledge of Torah among all elements of Jewry.

The Department believes that its activities in recent years have helped to increase attendance of Jewish children in Jewish day schools.

Each year the Department organizes and conducts a number of seminars for students, teachers, rabbis and Orthodox laymen which are held both in the United States and in Israel, frequently in cooperation with other religious and educational bodies. Institutes are conducted in New York, Baltimore, Chicago and Los Angeles.

Aid to domestic yeshivah (\$14,400) is included in this program, but \$10,800 of this total is to be financed by earmarked gifts from the constituent organizations.

7. ARCHIVES AND LIBRARY (\$67,400) is a reference service for scholars and writers on Israel and on various facets of Jewish life. It has about 40,000 books and pamphlets, some 400 periodicals, 140 reels of microfilm as well as collections of archival materials from other archival collections. AZC reports that some 16,000 persons used its archives and library in 1960.

8. A HEADQUARTERS DEPARTMENT (\$138,900) includes the costs of office administration, rent and the like, for those administrative activities which cannot be identified in terms of specific departmental activity. In addition, each of the Departments carries its own operating expenses.

C-35

9. FUND RAISING (\$45,000) was initiated in 1961. Staff will be utilized to organize independent campaigns in New York City and several other large cities and to interpret AZC requirements to federations.

AMERICAN ZIONIST COUNCIL - BUDGET FOR YEAR ENDED MARCH 31, 1962

Department	Expenditures	I N C O M E			
		Welfare Funds	New York City	Constituent Organizations	Other Sources
Information and Public Relations	\$ 328,350	\$183,555	\$ 66,835	\$ 53,840	\$ 33,970
Youth	306,610	150,155	46,500	37,970	60,000
Organization	129,133	72,085	22,350	21,170	13,355
Herzl Foundation	211,336	118,150	68,580	34,650	21,855
Education and Culture	161,675	77,600	24,050	22,750	16,715
Torah, Education and Culture	75,083	35,950	11,130	10,800	7,765
Archives and Library	67,400	37,700	11,665	11,050	6,975
Headquarters Administration	138,900	77,650	24,045	22,770	14,365
Fund Raising	45,000	25,155	16,845		3,000
Total	\$1,463,487	\$778,000	\$292,000	\$215,000	\$178,000

The above distribution is based upon:

Application to each AZC Department of that sum which is to be earmarked directly from organizational funds for specific projects. All amounts shown for Youth, Education and Culture and Torah Education and Culture are so earmarked.

These are areas where the constituent organizations of AZC recognize a greater responsibility and have attempted to provide larger allocations for these activities from their own funds.

The remainder of the distribution is based upon the ratio of the total sum anticipated from each source to the balance necessary for each department.

AMERICAN ZIONIST COUNCIL - -

COMMITTEE ON INFORMATION AND PUBLIC RELATIONS

The Committee carries on a major part of its work through highly specialized subcommittees composed of professionals in specific areas of activity who volunteer their services to the American Zionist Council. It is the subcommittee chairmen who have been instrumental, for the most part, in mobilizing these experts to serve with them to help interpret Israel to the general American public. In addition, the AZC staff carries on a number of activities on its own without benefit of these volunteers.

The Committee plans to operate in the following areas during the 1962-63 budgetary year.

1. Magazines

- Cultivation of editors.
- Stimulation and placement of suitable articles in the major consumer magazines.
- Reprinting and distribution of favorable materials which appear in the above publications.
- Stimulation of articles in trade and specialized journals.
- Liaison with writers resident in Israel via a literary agent in New York for ideas and placement.

2. TV, Radio, Films

- The Department arranges for talks and interviews on Radio and TV, and servicing of film requests.
- It also cultivates leading personalities in these media.
- It encourages networks and stations to create programs revolving around Israel.

3. Christian Religious Groups

- Cultivation of key religious leaders and groups.
- Setting up Seminars on Israel for Christian clergy.
- Stimulating of positive articles in the Protestant and Catholic press.
- Counteraction of hostile material in that press.
- Reprints and distribution of favorable materials from the church press.
- Stimulation of suitable articles in the journals of the Jewish religious groups.

4. Academic Circles

- Support of the American Association for Middle East Studies.
- Support of the Inter-University Committee on Israel.
- Cultivation of leaders in the academic community.
- Stimulation of "Israel Day" on college campuses.
- Cooperation with colleges and universities in setting up of Seminars on the Middle East.
- Monitoring and counteraction of material in the campus press.
- Stimulating of articles in academic journals.
- Guidance to student Zionists and other Jewish students on Arab-Israel issues.
- Counteraction of hostile faculty and Arab students.
- Preparation of materials for elementary and high school faculty.

5. The Daily Press

Cultivation of editors.
Stimulation of positive material via syndicated writers, columnists, etc.
Counteraction of hostile material.
Reprinting and distribution of favorable materials.

6. Books

Assistance to publishers in the promotion of worthwhile books.
Promotion of reviews of favorable books.
Distribution of books to public and college libraries.

7. Speakers

The Speakers Bureau will continue to utilize Israelis, American Christians and American Jews on academic, religious, civic and other platforms around the country for positive presentations on Israel.

8. Liaison with organizations, both on the national and local levels, especially those with an international relations program. Special liaison with Negro community.

9. Projects and Issues

Issuance of special material and guidance on controversial issues such as Arab refugees, Syrian-Israel situation, etc.
Programming for special occasions such as Yom Haatzmaut, etc.

10. Visitors to Israel

Subsidization to individual public opinion molders to help provide them with an experience in Israel.
Inter-University Committee Study Tour to Israel.
Organize other tours in which public opinion molders will participate.
Provide suitable arrangements in Israel for handling of American visitors.

11. Counteracting the Opposition

The monitoring and counteraction of all activities carried out here by the Arabs, American Friends of the Middle East, and the American Council for Judaism.

~~12. Miscellaneous~~

~~Answering requests for information and providing suitable literature for the many thousands of requests annually received.~~

* * *