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PARTNERSHIP FOR IMPACT:
A CLOSE LOOK AT THE NORTH AMERICAN
JEWISH DONOR RELATIONSHIP WITH ISRAEL

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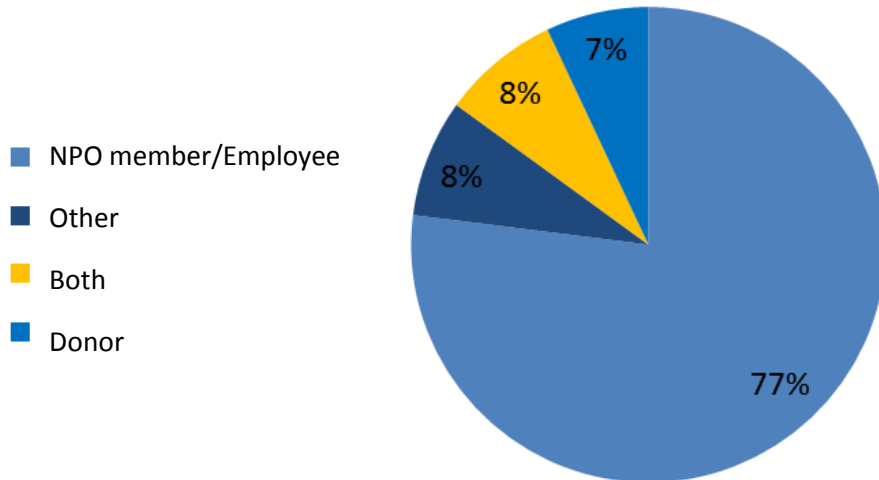
How do Israelis perceive North American donors?

Methodology

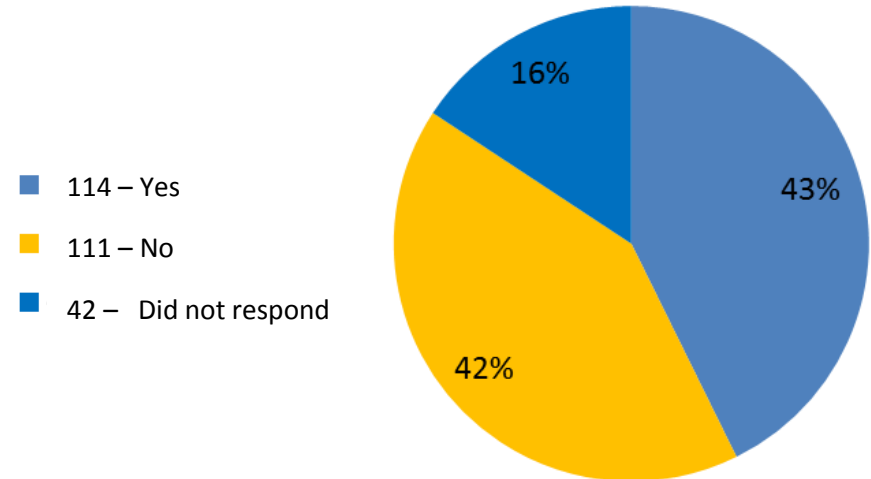
In October 2012, a survey questionnaire was sent to 7,900 email addresses in the 'Midot' mailing list. 267 addressees responded of which 203 were NPO members/employees, 20 were donors (private, corporate or other). 22 respondents defined themselves as both donors and NPO members/employees, and 22 respondents defined themselves as "other".

This is not a representative sample of NPOs, donors, or the Israeli public in general, but the relatively large number of responses provides a relevant picture.

Respondent demographics:



Received a donation from North American Jewry in the last three years



How do Israelis perceive North American donors?

North American Jewry's donations to Israel play a very important role in the advancement and growth of Israeli society (in such areas as welfare, health, education, culture, environment and more).

* Please grade the extent to which you agree with the following statements on a 1-5 scale

| Don't Know | 1-Completely disagree | 2- Disagree | 3- Somewhat agree | 4 – Agree | 5- Completely agree |
|------------|-----------------------|-------------|-------------------|-----------|---------------------|
| 0.7% | 1.1% | 1.1% | 10.9% | 30.7% | 55.4% |



86.1%

How do Israelis perceive North American donors?

North American Jewry's donations to Israeli NPOs are highly effective and achieve maximum impact with the resources available

* Please grade the extent to which you agree with the following statements on a 1-5 scale

| Don't Know | 1-Completely disagree | 2- Disagree | 3- Somewhat agree | 4 – Agree | 5- Completely agree |
|------------|-----------------------|-------------|-------------------|-----------|---------------------|
| 2.2% | 1.5% | 5.2% | 28.5% | 29.2% | 33.3% |



62.5%

How do Israelis perceive North American donors?

North American donors correctly identify Israel's essential needs

* Please grade the extent to which you agree with the following statements on a 1-5 scale

| Don't Know | 1-Completely disagree | 2- Disagree | 3- Somewhat agree | 4 – Agree | 5- Completely agree |
|------------|-----------------------|-------------|-------------------|-----------|---------------------|
| 4.1% | 3.4% | 16.1% | 46.4% | 24.0% | 6.0% |



30%

How do Israelis perceive North American donors?

North American donors are very much involved in deciding how their donations are utilized

* Please grade the extent to which you agree with the following statements on a 1-5 scale

| Don't Know | 1-Completely disagree | 2- Disagree | 3- Somewhat agree | 4 – Agree | 5- Completely agree |
|------------|-----------------------|-------------|-------------------|-----------|---------------------|
| 3.0% | 2.6% | 9.7% | 25.8% | 33.7% | 25.1% |



58.8%

How do Israelis perceive North American donors?

| Question | Don't Know | 1-Completely disagree | 2- Disagree | 3- Somewhat agree | 4 – Agree | 5- Completely agree |
|--|------------|-----------------------|-------------|-------------------|-----------|---------------------|
| North American Jewry's donations to Israel play a very important role in the advancement and growth of Israeli society (in such areas as welfare, health, education, culture, environment and more). | 0.7% | 1.1% | 1.1% | 10.9% | 30.7% | 55.4% |
| North American Jewry's donations to Israeli NPOs are highly effective and achieve maximum impact with the resources available | 2.2% | 1.5% | 5.2% | 28.5% | 29.2% | 33.3% |
| North American donors correctly identify Israel's essential needs | 4.1% | 3.4% | 16.1% | 46.4% | 24.0% | 6.0% |
| North American donors are very much involved in deciding how their donations are utilized | 3.0% | 2.6% | 9.7% | 25.8% | 33.7% | 25.1% |

How do Israelis perceive North American donors?

Second question: Please choose the three most important parameters that North American Jews take into consideration when making donations to Israel.

| Parameter | Percent |
|---|---------|
| Donors want their money to reach its intended beneficiaries | 20.6% |
| Donors want their money to create change and positively impact Israeli society | 20.5% |
| Donors want to feel that they have discharged their duty towards Israel, which they view as a place of refuge and safety in the event of an emergency | 5.5% |
| Donors make their donations out of a sense of mutual responsibility and of being part of the Jewish people | 20.3% |
| Donors make their donations in order to make business and social ties in their community and in Israel | 3.0% |
| Donors make their donations in order to make Israel a better society of which they can be proud in the US, rather than a source of shame and/or embarrassment | 7.1% |
| Donors want their Israeli partners (such as the NPO to which they donate) to be honest, responsible, and transparent, and to adopt high standards of quality and excellence | 19.9% |

How do Israelis perceive North American donors?

Third question: The following statements express opinions regarding North American donors, please mark your response to each statement

| Parameter | Don't know | Wrong | Right |
|--|------------|-------|-------|
| North American donors are more effective than Israeli ones | 29.6% | 37.8% | 32.6% |
| North American donors understand that one must invest in overhead and infrastructure in order to get results | 20.2% | 34.8% | 44.9% |
| North American donors are long-term investors | 22.1% | 26.2% | 51.7% |
| North American donors leverage their donations through partnerships | 24.7% | 20.2% | 55.1% |
| American donors donate without knowing the actual destination of their donation | 12.4% | 79.4% | 8.2% |

How do Israelis perceive North American donors?

Open Question: How can one leverage/improve the relationships between donors and NPOs?

* 183 respondents out of 267 responded to the open question and made a number of suggestions (415 different suggestions). The total number of suggestions exceeds 100% as each respondent provided two to four suggestions.

It may be possible that the remaining respondents (84) considered this issue to be non-problematic or did not wish to make the effort to respond in detail.

| Response Category | Frequency in Percent |
|---|----------------------|
| No problems | 3% |
| Direct contact between donors and organizations | 96% |
| Effective funding involves investing in infrastructures, evaluating results and securing long-term grants. | 20% |
| Objective mediation which indicates successful NPOs | 5% |
| Donor and NPO transparency | 14% |
| Collaboration with donors | 18% |

How do Israelis perceive North American donors?

Open question, examples:

No problems

125. I am pleased with my relationships with donors. They are efficient, attentive and assertive. Perhaps this bothers somebody, but it doesn't bother me. I appreciate their capabilities and therefore consider that whoever is complaining about this would do better to examine himself/herself. I have always found that they are doing their job well, and even when their opinion differed from mine, it was nevertheless based on a great deal of knowledge and a different perspective. I believe in words and mean them. There may be organizations that have a hidden agenda according to which

Direct contact between donors and organizations

44. Personal meetings and the assistance of infrastructure NPOs such as Midot and Nova

72. American donors should be able to make direct donations and not just go through intermediate bodies like the JDC. In this way they will be able to track the "flow" of their donations and influence the purpose to which they are applied, as well as monitor the effectiveness of donation fund expenditures

73. By encouraging more frequent visits to supported projects, such as by means of delegation visits, even if these have to be subsidized.

Direct contacts between donor and beneficiary should be encouraged, rather than through mediating organizations like JAFI, which have their own agenda

.79. There has been a change in recent years and most donors have representatives in Israel who check NPO goals and reliability and make sure that donations are put to uses compatible with the purposes for which they were given. This trend should be strengthened, and meta-establishments (like the JDC) should be prevented from deciding who merits donations and who does not. There is room for improved monitoring of NPOs in order to ascertain that donation funds have been used according to their stated purpose

How do Israelis perceive North American donors?

Open question, examples:

Effective funding involves investing in infrastructures, evaluating results and securing long-term grants

35. "Effective responsive and responsible evaluation and use of evaluation would help - - not long questionnaires and millions of numbers. Thick description of programs in the field - carefully analyzed outcomes, participatory evaluation in which stakeholders play a role in the evaluation process

64. Begin funding overheads and infrastructures and avoid the pitfalls of "projectitis"... This is not to delegitimize donations to projects, but projects without infrastructure create a situation that detracts from the quality of operations. Everything must take place with limited resources; it becomes impossible to hire serious staff, etc.

Demand the inclusion of an evaluation clause as part of the budget and fund it (the demand for evaluation is worthless if there is no money for it). The message must be clear: what is required? An internal evaluation? An external one? We should not drive organizations round the bend with demands for evaluations that they cannot prepare. Either they demand (and exactly define what is required) and provide appropriate funding, or they should not demand. They have to decide

119. "Its important that they allow enough time for projects to succeed. The tendency to stop funding too early has negative impact. Certain project should be funded for 10 years instead of the standard 3-5"

Objective mediation which indicates successful NPOs

61. It is highly recommended to set up a mechanism (perhaps Guidestar?) capable of showing potential donors a range of NPOs active in the sector that interests them (youth, children, special needs, etc.). Such presentations will be made with full objectivity and will be followed by a visit of the donor to a number of NPOs of his/her choice, so that he/she may directly observe the work carried out by the NPO

115. Supporting the investment of donors in infrastructure organizations and emphasizing the need to examine NPO effectiveness

138. Create a database of topics – according to main categories and sub-categories, in which Israeli NPOs require assistance or support in order to provide donors with a quick and convenient way to locate an NPO suitable for their desires and goals

How do Israelis perceive North American donors?

Open question, examples:

Donor and NPO transparency

99. Mutual transparency:

American donors should do everything in their power to make Israelis understand the reasons that drive them to donate to Israeli projects. They should clearly explain their goals, their vision, and the change for which they hope.

At the same time, American donors should demand that NPOs receiving donations maintain complete transparency, including submission of a full in-depth report, not only on the goals of fund allocations, but also on the results of investments and the long-term changes – if any – taking place in the lives of beneficiaries

137. Present clear and transparent data about the effectiveness of recipient NPOs.

Involve American donors in the process of turning the recipient NPO in an effective one.

Recruit partners who will donate funds and collaborate with us following orderly strategic thinking.

148. In my opinion, NPOs should have a high degree of transparency, reliable professional ability to carry out their mission, and goal-directed activities that can be examined by Midot. In this way it will be possible to increase donors' trust for the NPO to which they wish to contribute.

It is also necessary to report and show donors what is being done with their funds

Collaborations

67. Creating new opportunities for appropriate exposure of Israeli NPOs beyond the JDC and JAFI.

Connecting between Israeli and American donors in order to set up mutual donations to social enterprises in Israel

101. By setting up channels that allow relatively small NPOs, such as those dealing with education in a specific area, for example, to more easily contact donors, rather than investing all available resources in larger NPOs. It is possible that the donors themselves will be able to introduce such small NPOs to larger ones in order to exchange information and resources. There are many small NPOs, usually local ones, which do excellent and vital work on the ground