



MATZEVAH מצבה

REMEMBERING - RESTORING - RECONCILING

Quarterly Update

Qtr Ended: 03/31/2015

President:

Action Items from March Board Meeting:

- Talked to Bruce Mussey about proposed board structure changes; he agreed to move to AB.
- Talked to Joe and Ženeta about assisting us in Krzepice this July; no definitive answer
- Introduced John Mark to Tomek as main contact for 2015 project
- I have not given film budget outline to Rabbi Berg, since we do not have one presently.
- I have responded to FODZ regarding working in cemeteries that no one else is caring for. We will take on at least one of these cemeteries for 2016.

Documentary Film Project

- I contacted my nephew, David, regarding the film project we discussed at our board meeting. He advised me that based on the possibility of entering a film in a film festival he suggested we consider doing a documentary. I contacted my nephew, Ben, who is the CEO of a production company about producing a documentary and did not receive any response. I have since contacted another person about this possibility and I heard back from him. He is preparing a more detailed response.
- I also met with Jan (Jewish journalist) seeking her input and suggestions about approaching the Atlanta Jewish Film Festival and assisting us rough out a story. She thought that our story is worth telling and suggested that it might be good to contact a Jewish producer, with whom she worked recently. She contacted this team on my behalf and I am awaiting her response. Jan suggested that if we produce a documentary that we may need to wait until next year due to the logistical preparations and demands that we are already facing this summer.
- Since we have no concrete budget proposal presently it is rather moot to contact anyone about grant funding for a documentary. There is an outside chance that we may get some rough idea of what such a project would cost and be able to do a letter of inquiry with the Taube Center. I doubt that we will have the time to do the documentary this year, but we will see.

Meetings and Public Speaking Opportunities

- I met with Shlomi via Skype and discussed with him the possibility of coming to Israel to interview him. He is open and willing to assist me in any way that he can with this project.
- I met with Joe on Skype and talked about working with us this summer in Krzepice. I do not know if they can do this or not due to some issues with which they are dealing presently.
- I met with Rabbi Ellis and discussed Krzepice; more on our conversation below in the project section.
- I met with Jan as I indicated above.
- I have been interacting with Bettina (Tina) Targl this month off and on. I met Tina via Marla Raucher Osborn. Tina is interested in working with us and has experience in networking multi-national groups for projects. I told her that her involvement would be on a volunteer to which she agreed. She cannot join us this summer but would like to work with us next summer.
- I spoke at the Weber School in Atlanta to a group of Jewish high school students. I was well received but I do not know if anything concrete will come from this opportunity.

Summer 2015 Projects

- Krzepice – it appears after talking with Rabbi Ellis that we will be able to use the services of local inmates to clear and clean the cemetery. I am awaiting details but Rabbi Ellis assures me that we will be able to get them. When I have confirmation on the inmates, I will contact Pani Jola (local high school teacher) and finalize project plans. She is organizing a group of local high school students to assist us as well in the project.
- Oświęcim – I have connected John Mark and Tomek. They will be working out the details for this project. Costs for the project should be in the neighborhood of \$4,000 -- \$5,000.

PhD

- I am working on finishing Chapters 1, 2 and 3 for the dissertation. I will submit my proposal by the end of the month and then began the process of securing permission from the internal review board in order to conduct research this summer.
- I plan to conduct research among my Polish-Jewish contacts, Polish believers, project participants in Oświęcim and then you all. More to come on this later.

Treasurer:

Financial Statements distributed at March Mtg

Tax checks have been mailed

Secretary:

- Year End Giving Statements distributed
- Task List from March meeting has been distributed. I'm going to place a copy of this doc on Google Drive with the intention that each person can then do their own updates and it therefore it will stay a current document.
- March meeting minutes have been distributed

Director of Communications:

Website

- A successful launch in late January
- Updates to occur soon: Contact page with new Board Members and Advisory Board Members, adding TMF Code of Ethics, adding Partnership page, and adding TMF 990 nonprofit file.
- John Mark is looking to see if we can add analytics to the blog so we can see what kind of traffic we are getting on the site.

How you can help: Share the website with your friends and family. Post a link to it on your personal Facebook page inviting people to check out the work that is important to you. Share it with people as you talk about TMF.

Newsletter

- Spring newsletter will go out around April 15
- Thanks to Elaine for all of your work on it!

Facebook

- We received 66 new "Likes" in the first quarter and we're currently at 265 "Likes"
- We tested a paid post in mid-February when we rolled out the new website. With an investment of \$20, we received three new "Likes" and had a total reach of 3,591 people with that post. It was our widest reaching posts to date. Will be looking to do more paid posts when we have significant news to share about our work.
- Trying different types of posts to garner more interaction from our followers. Have introduced "Throw Back Thursday" pictures of Poland Jewish Life. I'm also searching for relevant news articles that would draw interest.
- We had 2 contacts through Facebook from people. One person wanted to share their Facebook page about a photography collection from Lublin during the war years while the other was sending information about their work in Wronki, Poland Jewish cemetery. Proof that people are searching for us!

How you can help: Post the link to our page on your personal Facebook page inviting people to "like" the page. Send Rachel ideas you might have on posts (articles you see, pictures, videos, etc.). Comment or "like" things we post. Each hit helps gives that post a wider reach.

Twitter

- Have 8 followers
- Have not been active on Twitter due to the low following and the limited space to convey information.

Will aim to get more content on Twitter over the next few months. All posts we make on Twitter flow over to our Facebook account.

Director of Community:

- Rpt pending

Director of Development:

- 1) Prepare TMF newsletter for first quarter – expected complete/send date 4.15.15
- 2) Continue to update TMF Contacts List – ongoing

- 3) Emailed Advisory Board members on 3.13.15 to request confirmation if they would like to continue to serve. The confirmations were sent to Rachel McRae, Director of Communications.
- 4) Staenberg Foundation Grant request submitted 2.10.15 containing request for needed equipment for work in Poland. Received email 3.31.15 that grant was not awarded.
- 5) Researched avenues for potential donations other than grant requests including:
 - a) Publix (grocery chain) donations for nonprofits (customers use a key card when purchasing items at Publix and a percentage goes to the nonprofit). TMF is not eligible as donations are only made to schools.
 - b) Researched possibility of setting up donations by text message. Initial research revealed TMF must have a budget of \$500K to be eligible. Will research further.
- 6) Work with Steven to possibly submit an LOI to the Taube Foundation. Deadline would be approximately mid-April (four months prior to the date of work). Ongoing.
- 7) Assemble individual components of TMF information that would be standard in many grant submissions so that these can quickly be inserted as required. These will be periodically updated as needed. Components drafted and being edited at present include:
 - a) The Matzevah Foundation Narrative
 - b) TMF Grantee Profile and Brief Organizational History
 - c) TMF Board/Advisory Board Roster
 - d) TMF Other Financial Contributors
 - e) TMF 2014 Financial Statements
- 8) Monitor Kranzberg Family Foundation for posting of submission deadline for a foundation grant (approx October 2015).
- 9) Contacted Kevin Little about donations for first quarter 2015 – one donation. Cindy Jones sent a thank you note on behalf of TMF. Continue to contact Kevin quarterly and send personalized notes as needed.

Director of Operations:

- Rpt pending