

Ma'alot Welcome Letter and Application

We are announcing the 2023-2024 JNF / NBN Ma'alot Grant Program, for programs commencing 7/1/2023 and ending by 6/30/2024. The committee developed new, and we believe clearer guidelines, based upon applications received in the past. They can be found on the revised application form attached to this guidance letter. I urge you to read what content is expected. Some of the key points are listed below and there is additional guidance included in the application form.

- Programs must be Israel Centric – not simply Jewish-themed.
- Budgets must be detailed with all expense and revenue line items detailed.
- Speakers will **ONLY** be funded if the person is identified by name, topic, how it relates to your planned program(s), and the actual fee.
- Ma'alot Grants are not to be used for food, paying staff salaries, purchasing capital equipment, marketing, advertising or developing curriculum.
- Many sections now ask that you **LIST** the key points. We need Quality of content, not Quantity of content.
- A review by the Executive Director is now required. If that person cannot understand the program and budget, neither can the committee.
- The target audience by age groups and expected participation must be listed.

Past recipients are welcome to apply for a new program. The committee meets periodically, and applications are reviewed on a "first-in, first-reviewed" basis. If the content is unclear, the application will be returned for additional information.

If you have questions or would wish to review your 2023-2024 JNF/NBN Ma'alot Grant draft application, Rabbi Paul Freedman will be happy to call you. Send him your phone number and time zone. His email: nina_f@netvision.net.il and Israel cell +972 52-604-8292.

The Ma'alot Grant Committee

Introduction

The Ma'alot Microgrant Review Committee meets periodically to review all applications for the grant. The goal of the grants is to strengthen connections between synagogues and Israel, through partnership with JNF-USA and Nefesh B'Nefesh. We encourage you to develop creative programs that will foster a meaningful relationship between any population in your community with the State of Israel. Please read and followed the guidance below to ensure a successful application.

Required Information

- 1) Synagogue Name

- 2) Synagogue Street Address

- 3) City, State, Zip

- 4) Synagogue Phone Number

- 5) First name of the person submitting this application

- 6) Last name of the person submitting this application

- 7) Title of the person submitting this application. Are you a lay leader or a synagogue professional? Please be as specific as possible.

- 8) Email

- 9) Phone Number of the Person Submitting this application

- 10) Rabbi's First Name

- 11) Rabbi's Last Name

- 12) Rabbi's Email

- 13) Executive Director's First Name

14) Executive Director's Last Name

15) Executive Director's Email

16) Provide program details, being as specific as possible so that someone unfamiliar with the program can understand it. NOTE that Ma'alot is an Israel-centric program, not Jewish-centric. If applying for funding for an outside speaker, identify who they are, their specific expertise, topic(s) to be covered, and actual cost. Your application will not be considered if this information is missing or vague.

17) LIST the goals of your program, and how they will be achieved. LIST criteria you will use to measure success in meeting the goals.

18) Is this a new or existing project?

19) LIST successes from any prior programs, and changes you are making from "lessons learned." If no prior programs enter NEW.

20) LIST expected results to be achieved from this program.

21) LIST the expected number of Adults, Teens and Children that will attend. How does this program target your intended audience? LIST other synagogues and organizations that will participate.

22) LIST your criteria for measuring the success of this program. LIST plans for future programming to further engage the participants.

23) Amount Requested (\$2,500 or under)

24) Itemize the budget costs for the program (line by line income and expenses) reviewed by the Executive Director. Costs and expected income (i.e., Synagogue budget, fees, donations) should be concise. NOTE: Grants are ONLY for Israel-centric program development and presentation. Marketing, advertising, capital equipment, staff salaries and food are not accepted budget items for the funding.

25) If awarded a Ma'alot synagogue grant, I agree that our synagogue will adhere to the following grant requirements that all program publicity and materials will bear the Jewish

National Fund and Nefesh B'Nefesh logos. I will be in regular communication with my Jewish National Fund Education team member and Nefesh B'Nefesh professional. During the program, we will display Jewish National Fund and Nefesh B'Nefesh materials. Upon completion of our program or activity, a summary report will be provided (details will be provided in the grant award letter). Reply YES!

32) Date Submitted

CLOSING COMMENTS

If you need further guidance on how to fill this out, contact Rabbi Paul Freedman at Email: nina_f@netvision.net.il or on his Israel phone numbers, 052-604-8292 or 02-625-6205

We hope this additional guidance will help you prepare a grant application that will be approved by the committee. This is a competitive grant with a limited funding. Only serious applications for fully developed programs, which can demonstrate successful outcomes for strengthening ties with Israel and the partnering agencies, will be considered.

Thank You for Submitting an Application

The Ma'alot Committee