

# ***ANTI-DEFAMATION LEAGUE***

## **Policy Statement on Leadership Giving**

ADL is the preeminent Jewish organization fighting anti-Semitism, and securing fair treatment for all people. For over a century, ADL has ceaselessly been the first line of defense, and the most effective voice safeguarding Jews, and fighting bigotry and all forms of hate. People reach out to the ADL whenever they need its help. As Vice President Joe Biden said at our Centennial Summit in 2013, ADL's voice is recognized as 'the conscience of America'. ADL's Lay Leadership involvement in the programs and activities of the League, at national levels and in the Regions, has made ADL the envy of other Jewish defense and civil rights organizations. ADL's positive impact on American Jewish life and wider American society is palpable, and recognized by communities throughout the world.

As a not-for-profit agency ADL relies primarily on private donor support to ensure the vibrancy of the organization. This support enables ADL to fulfill its mission and address the challenges of our second century by attracting and retaining talented professionals. Building on the 2005 Leadership Giving Policy Statement, Leadership's commitment to the ADL's mission and programs includes a significant financial responsibility to the League. This is what is expected from Leadership in all important philanthropic organizations. Accordingly, this financial commitment includes:

### **Annual Giving**

It is expected that each ADL Leader will invest in the work of the League by making a leadership gift to the Annual Campaign. Each National Leader's gift should be personally meaningful, reflect that ADL is a personal priority, and will be not less than:

- \$18,000 for an NAC member;
- \$12,000 for an NEC member;
- \$6,000 for a member of the National Commission; and
- \$3,600 for an Associate National Commissioner.

Regional Boards should use this Policy Statement on Leadership Giving to review and update their own regional leadership giving policies. The NEC expects ambitious thinking and stretch goals from local leadership, and recommends that giving be set at not less than \$2,500, or higher where it is supported by traditional practices. Regional Boards should set higher giving expectations for regional officers and other leadership positions.

### **Centennial/Second Century Campaign**

The ADL Foundation was established to create an endowment and to provide a safety net to ensure the ongoing viability of the League. The initial fundraising campaign to build the Foundation's assets was conducted under the banner of the Legacy Campaign, concluded in 2012. This was succeeded by the Centennial / Second Century Campaign designed to both bolster Foundation assets and meet the needs of the League. In addition to investing in the Annual Campaign, it is expected that each ADL Leader will make a separate gift(s) to the Centennial / Second Century Campaign.

### **Importance of Nominating Committee on Leadership Giving**

Consistent with past practice, the National Nominating Committee considers the financial commitment of each candidate for nomination or re-nomination. It is expected that Nominating Committees for Regional Boards will follow suit. Nominees to National Leadership positions will be expected to adhere to the giving levels stated in this Policy Statement. The National and Regional Nominating Committees are also encouraged to consider personal capacity, personal efforts to secure funding from others, and substantial non-monetary contributions, including a leader's long term service to the League, and that exceptions to suggested contribution levels are sometimes appropriate.

### **Young Leadership**

The NEC strongly encourages all Regions to continue their efforts to recruit and develop young leadership, including through an active Glass Leadership program. In reviewing their leadership giving guidelines, Regions should make clear to young leadership the importance of a personal financial commitment to the League. It is appropriate to recognize that the philanthropic capacity of young leadership is likely to be greater in future years than it is at present. Young leaders should be encouraged to make a personally meaningful gift and also engage in expanding the donor base.

### **Expanding the Base**

Expanding the donor base is a critical responsibility of leadership. Leaders at both national and regional levels are expected to actively assist in the development efforts of the League by soliciting donations to both the Annual and Centennial/Second Century Campaigns and connecting influential people within their personal and professional networks to the work of the League, including their contacts in corporations and foundations.

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