

THE TRADITIONAL donor to Israel pays his pledge to a large, united fund, without giving much thought to how his contribution is used and where it goes. But Henry and Edith Everett, who recently donated \$300,000, feel they would like to have a say in how their money is allocated.

They belong to a growing number of sophisticated supporters of Israel who prefer "supervised giving," and therefore they have channelled their donation through the New Israel Fund.

This organization was founded in 1979 by Prof. Eliezer Jaffe, who felt there were many unknown worthy, small, non-profit programmes and services in Israel which rarely received funds.

Jaffe met many friends of Israel, like the Everetts, who were knowledgeable enough to make intelligent decisions as to where to channel their support and ensure mutual exchange of views between donors and doers. So he made a *shiduch* (a match) and organized the New Israel Fund.

Jaffe has used his own background in social welfare, and his organizational, but non-conventional orientation to encourage other grass root movements. He is a maverick jack-of-all trades; an academician who left the hallowed halls of the university; a non-practising politician with no aims at power; and a professional man interested in stirring people to change and improve the quality of life in Israel through non-professional intervention.

Born, bred and educated in Cleveland, Ohio, Jaffe came on aliya in 1960. He joined the staff of the Baerwald School of Social Work at the Hebrew University, married a

# Where the money goes

By LEAH ABRAMOWITZ

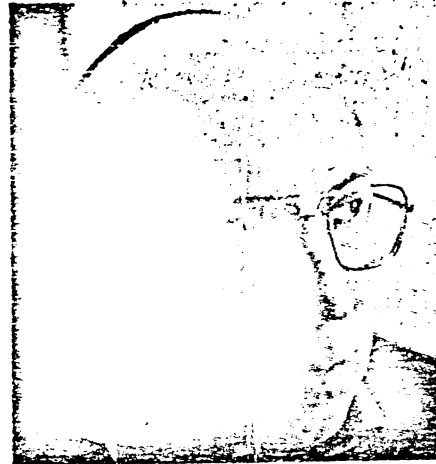
student in his class and "for 10 years never left the ivory tower world."

However, in 1970, he was asked by Teddy Kollek to direct the Jerusalem municipality's wide-ranging, but inefficiently administered social services. Although warned by his colleagues that such involvement in renovating the capital's social welfare department would ruin his academic career, Jaffe took up the challenge.

His chief concern was that well-qualified social workers were using the bulk of their day to determine eligibility for welfare payments instead of engaging in counselling and professional brokerage. As in other, future undertakings, he proved the need for change by presenting research and statistically proven facts, and introduced the concept of income determination clerks in the social work offices to free social workers to do what they were trained to do.

Meanwhile, he continued to teach part time and supervised students at Baerwald, as he does to this day, "to keep in touch."

Subsequently, Jaffe investigated Israel's child placement practices. This resulted in his first book, *Children in Institutions*, and a major change in policy, whereby child institutions were gradually closed all over the country, and homeless children were placed in foster care, a much preferred alternative for youngsters



Eliezer Jaffe

Jaffe is an advocate of social change through grass roots action. He believes that small interest groups, like the Black Panthers or the Peace Now organization can become a viable alternative to political parties which have in the past been the traditional vehicle for achieving power and change in Israel.

The New Israel Fund, with its modest budget, now raised to \$1m. thanks to the Everett donation, carefully reviews every request for financial support. It grants only half the allocated sum to a cause during a limited, running-in period until the organization proves itself deserving of the other half. It has assisted some vital and innovative programmes for maintaining civil rights, encouraging Arab-Jewish dialogue, protecting battered children, improving local

leadership and guarding women's rights.

Jaffe's book, *Giving Wisely*, was a direct result of his commitment to personalized philanthropy. It is a guide to 320 individual philanthropies in Israel, "a 'what's what' of smaller and lesser-known charity institutions."

"I feel that people should follow their money down the line," says Jaffe. "Why shouldn't there be a true partnership between those who give the money and those who determine where it goes?"

He used the same principle to suggest the now highly praised "twinning" idea for Project Renewal. Neighbourhoods or development towns marked for Project Renewal were matched with a Jewish community abroad. Thus the donors of Philadelphia, for example, knew their funds would be used directly by the Israelis of a Herzliya slum area.

The leaders of both communities met and exchanged views on how Project Renewal would be most effective here. This partnership had mutual benefit. The young UJA leaders of Philadelphia learned a lot about Israel and felt they were actively involved in improving one corner of the land. The local partners of Herzliya developed leadership qualities of their own, became independent, outspoken advocates of their communities and will no doubt continue in this manner in the future.

Jaffe is delighted with the results. "People now see that government cannot do everything," he says. "Through their experience in Project Renewal, they've learned that much can be achieved by their own community as a self-help pressure group."