

2012 ANNUAL REPORT



Report from the Executive Director

Dear Supporter,

As I think about 2012, my first thought is the number of people we served. Following the trend, the demand for our services continued at a record-breaking pace. Certainly, more and more Jews are dying in poverty and alone, and we were able to provide funerals and burials for nearly 400 – and offer care and supportive services to their survivors.

This work is about people, of all kinds and from all walks of life, and by that I also mean you and me. Your gift supports the daily work of our dedicated staff who provide compassionate care at the end of life. I wish I could tell you stories of all the lives we touched

in 2012 and what deep gratitude surviving friends and family expressed. Please know that your

generosity reached people in very trying circumstances, with nowhere else to turn, and provided comfort and hope.

Our Volunteer Program also continued to grow, attracting diverse groups, including students from West Point, to our clean-up days at Silver Lake Cemetery. Many are surprised by the moving experience of visiting this sacred, historic site. I'm also humbled to report that volunteers, mainly from Staten Island, provided minyans for 90% of our funerals, even on the chilliest and most sweltering days. We owe a debt of gratitude to these dedicated volunteers.

The restoration of Silver Lake Cemetery began officially in 2012, when we hired Elizabeth Kennedy Landscape Architect to serve as project manager and finalize the investigations and assessments necessary to move forward the much-

needed rehabilitation of the 121-year-old cemetery. The project attracted one very generous donor who allowed us to meet our year-one goals. Thank you!

We also saw old friends and connected with new donors at Breakfasts in both Riverdale and Staten Island, and one of our board members, Gary Katz, hosted a parlor meeting at his home in White Plains. Our outreach and education also included two articles published in the Huffington Post, as well as a conference we hosted for the Jewish Cemetery Association of North America, attracting 50 colleagues from across the U.S. and Canada.

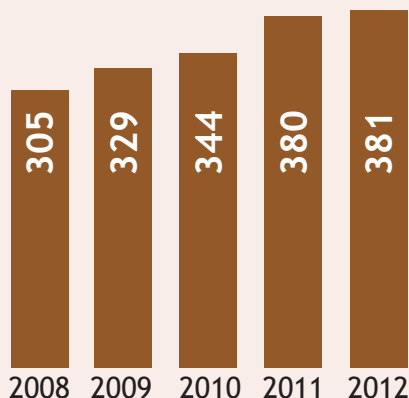
Like many other New York City non-profits, any discussion of 2012 could not omit the turmoil and grace under fire we witnessed as a result of Hurricane Sandy. Thank you to our staff and donors for helping persevere under extremely difficult circumstances.

We appreciate your support of the sacred work we perform on behalf of the community. Charity Navigator took notice as well. In 2012, we received a Four-Star Rating – the highest an organization can earn – in recognition of our internal management and transparency. At HFBA, your money is well-spent; we operate on very lean and mean budget.

Thank you again for your investment in one of the most important rituals in any Jew's life, a dignified and respectful funeral and burial. Together, you and I make sure that no Jew is denied this respect.

With much gratitude,

Amy Koplow
Executive Director



HFBA witnessed a 25% increase in caseload from 2008 to 2012.

Financial Report for Fiscal Year 2012

SUPPORT AND REVENUE	2012	2011
CHARITABLE SUPPORT		
Contributions	\$652,384	\$601,991
Bequests	\$201,460	\$180,793
Grants Received, General Purpose	\$57,000	\$41,000
Grants Received, Special Purpose	\$106,000	\$89,160
TOTAL SUPPORT	\$1,016,844	\$921,944
REVENUE		
Funeral Services	\$523,114	\$511,572
Interment and Grave Care	\$496,204	\$524,843
Rental Income	\$70,007	\$77,482
Investment Income	\$194,300	\$159,887
Realized Gain (Loss) On Sale of Investments, Net	\$47,102	\$93,667
Unrealized Gain (Loss) on Investments, Net	\$223,742	(\$297,973)
TOTAL REVENUE	\$1,554,469	\$1,069,478
TOTAL SUPPORT AND REVENUE	\$2,571,313	\$1,991,422
EXPENSES		
Operating	\$1,630,526	\$1,565,160
Fundraising	\$110,170	\$91,860
Administrative	\$208,212	\$176,696
TOTAL EXPENSES	\$1,948,908	\$1,833,716



HFBA STAFF

Amy Koplow
EXECUTIVE DIRECTOR

Rhonda Stein
OFFICE MANAGER/FUNERAL COORDINATOR

Andrew Parver
DIRECTOR OF OPERATIONS

Helen Volshonok
ASSOCIATE FUNERAL COORDINATOR

Anna Zolotarev
ASSOCIATE FUNERAL COORDINATOR

Marilyn Shapiro
DATA ASSOCIATE

Noah Morris
ADMINISTRATIVE ASSISTANT

RABBINIC ADVISOR
Rabbi Elchonon Zohn

CEMETERY STAFF
Rabbi Shmuel Plafker
CEMETERY CHAPLAIN

Lena Samofal
CEMETERY OPERATIONS COORDINATOR

Yosi Shalem
CEMETERY SUPERINTENDENT

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 Rabbi Henry Sheinkopf
 Linda Levi Tarlow

UJA Federation
of New York



2012 STATEN ISLAND BREAKFAST Back row l-r: HFBA Board Members Paul Lowenthal, Andrew Feinman, Paul H. Nagelberg, Herman Herskovic. Seated l-r: Amy Koplow, HFBA Executive Director, Board member Charles Greinsky, Honorees Rabbi Eli Kogan and Rabbi Avi Feinstein.



2012 RIVERDALE BREAKFAST Standing l-r: Robert Marcus, Andrew Feinman, Paul Lowenthal, Charles Greinsky, Paul H. Nagelberg, HFBA Board members. Seated l-r: Amy Koplow, HFBA Executive Director; Ezra House and Andrea Cohen Harris, Breakfast honorees; Minna Seitelman, HFBA Board member

It is my great pleasure to recognize the hundreds of compassionate, generous donors who support the unique work of Hebrew Free Burial Association, one of the oldest and most important organizations serving our community. Having said that, there was a time when I had never heard of HFBA.

A Message from the Co-President

I received a letter in the mail asking me to donate to the *Leave Your Mark* campaign, and I did, and when I saw a request for volunteers to help clean-up Silver Lake Cemetery, I suggested it to the men's group at my shul, Oheb Shalom Congregation in South Orange, New Jersey. We went that day, and I was hooked. Instantly, I realized the importance of the organization and its special connection to our past, present and future. I wanted to be a part of it, so I joined the board in 2010, and today I am the Co-President. I also volunteer with a great group of people to serve as a minyan for funerals.

I encourage YOU to become more involved in the organization. You won't be sorry. We have another community-wide Silver Lake Cemetery clean-up day scheduled for October 27th. Think about organizing a group from your shul, or organize your own group of friends or family members.. We can also accommodate groups of 10 or more on other days. The fall is

a beautiful time to be at Silver Lake, and the experience is very moving, for Jews of all ages.

Like many organizations, we are always looking for good board members, who understand their role in securing funds for our programs. I also want to encourage you to consider making a planned gift to HFBA, such as a bequest. There will always be a need for HFBA, not only to bury impoverished Jews, but also to maintain our historic and sacred link to our past through our two large cemeteries.

Thanks again for your continued support, and please help spread the word about HFBA!

– PAUL H. NAGELBERG

