

You are the heart of Federation.



2014 Report to the Community



Jewish Federation[®]
OF GREATER METROWEST NJ



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Impact.

It defines Greater MetroWest in so many ways through our capacity to effect the transformative changes we've seen over the past year in advocacy, elder care, strengthened Jewish identity, philanthropic giving, and Israel engagement.

This year we celebrated our 90th anniversary. We have promoted a caring and kind Jewish community that has created a ripple effect on the world around us – a global impact. We build Jewish life, learning, and leadership and save the world one person at a time, every single day.

There are some organizations that do some of these.

There are many organizations that do none of these.

But there is only one that is able to do all of these, because of your support, and that's Federation.

Over the year, our reach was global and local: when our Ukrainian partner communities of Odessa and Cherkassy were in crisis due to the violence that erupted in the region, we were there. When a family in Greater MetroWest needed crisis counseling, we were there.

We completed a 12-month strategic planning process. The recommendations, which include six priority areas, have been accepted, and implementation of Phase I will begin in late 2014.

And while we were deeply engaged in charting our future, we said goodbye to Max Kleinman, who retired after 19 years as Executive Vice President/CEO, and welcomed Dov Ben-Shimon, who assumed the helm of Federation on September 2.

How is everything our community achieves possible? It's because of the Annual United Jewish Appeal Campaign of Greater MetroWest NJ. Only the UJA Campaign provides the unrestricted funding that enables our 27 local partner agencies and four international partners to answer the most pressing needs facing our community.

As you read about our community's achievements over the past year, know that together, every day, we accomplish extraordinary things. Thank you for all you have done — and continue to do — every day at home, in Israel, and around the world.

You are the heart of Federation.



Jewish Community Foundation of Greater MetroWest NJ

In 2013-14, JCF became the largest community foundation in the State of New Jersey with over \$387 million in assets. The Foundation brings 65 years of planned giving expertise to the community. Partnering with donors who dream of a better world, together with the communal knowledge and network of the Jewish Federation of Greater MetroWest NJ, we put dreams and vision into action.



JCF had a powerful year thanks to its donors and supporters, granting over \$29.9 million this year to Jewish and secular initiatives in Greater MetroWest, Israel, and around the world. This includes nearly \$650,000 to support economic development in the Negev, reinforcing our commitment to the Negev, and \$450,000 to support programs for the elderly in Greater MetroWest.

What makes JCF so unique are its continuing emphasis on multi-generational philanthropy and its “donor directed” grant making.

Particularly noteworthy this year was JCF’s launch of Create a Jewish Legacy (CJL). Create a Jewish Legacy is a collaborative endowment program that benefits Greater MetroWest’s Jewish agencies and synagogues. It is designed to enable donors to fulfill their philanthropic goals while strengthening our local community, now and in the future. CJL launched as a two-year program, in partnership with the Harold Grinspoon Foundation, to teach, mentor, and bring together

synagogues and agencies to secure legacy gifts from donors of all ages, life stages, and interests, thereby ensuring the current and future financial vitality of the institution and the larger Jewish community.

Representatives of these organizations receive intensive training in order to become experts and assist community members in creating legacy gifts for the causes they care about today, so that those institutions will thrive for generations to come. Fifteen synagogues/agencies from across Greater MetroWest were selected to participate. Together they have already secured over 62 gifts with an expected future value of \$2.6 million.

We welcomed Daniel Staffenberg as our new Executive Director on September 2.

DREAM IT. BELIEVE IT. ACHIEVE IT.

JCF extends its sincere appreciation to our donors who have chosen to invest in the future of the Greater MetroWest Jewish community.



Our Local Impact – Caring for and Building Our Community

Inspired by Jewish tradition, we understand that caring for the vulnerable among us, especially the elderly and those with special needs, is at the heart of our work.

MetroWest CARES, the remarkable collaboration between Federation and its partner agencies to create a continuum of care for adults 60+, continued to expand this year. We now reach more of our seniors with the much-needed services they depend upon.

The nationally recognized MetroWest ABLE and the network of agencies and advocates it coordinates engaged thousands of individuals with disabilities and their families and caregivers in programs.

Building a stronger community means bringing people together to socialize, network, and volunteer. One such example was the enhanced outreach efforts geared to young families through the JConnection program in Central New Jersey, Morris County, and the Montclair/Glen Ridge area.

Our volunteer efforts, which reached new heights in the aftermath of Hurricane Sandy, have grown in direct response to the community's commitment to contributing with their time as well as with their financial support.

We introduced a new volunteer webpage, www.jfedgmw.org/volunteer, under the banner of the Center for Volunteerism. The Center's mission is to connect members of the Greater MetroWest community with volunteer opportunities locally and



abroad to meet the varied needs of agencies in the Jewish community as well as short-term, long-term, and emergency needs that arise.

We partnered with our local Jewish agencies and Federation departments to provide turkeys to JFS clients for Thanksgiving, bring Giving Tuesday to our local Jewish community, host a *Kabbalat Shabbat* for seniors, make *mishloach manot* with JESPY clients, collect food for our local kosher food pantries via our Fight Hunger campaign, serve as a resource for synagogue mitzvah fair opportunities, and more.





Our Overseas Impact – Responding to Crisis

Rapid response to emergency and disaster situations around the world is an integral part of the Federation mission. Through the Annual UJA Campaign, and with boots on the ground in over 70 countries, we are ready to rescue and offer relief to our fellow Jews at home and throughout the world on a moment's notice.

The ongoing geopolitical crisis in Ukraine, which began last winter, is an issue that demonstrates our vital mission. Immediately after the unrest began, Federation stepped into action to help our Ukrainian partners, the community of Cherkassy and the Tikva Children's Home in Odessa.

We responded to an emergency request from Tikva, sending food and essential supplies within 24 hours; additional funds continue to meet other needs. To date, \$71,000 has been allocated as we continue to monitor and respond to this ongoing crisis together with our overseas partners: the American Jewish Joint Distribution Committee, the Jewish Agency for Israel, and World ORT.

And nowhere did a greater need manifest this summer than in Israel, as hundreds of thousands of Israelis huddled in bomb shelters across the country in response to Hamas' unprovoked rocket barrage.

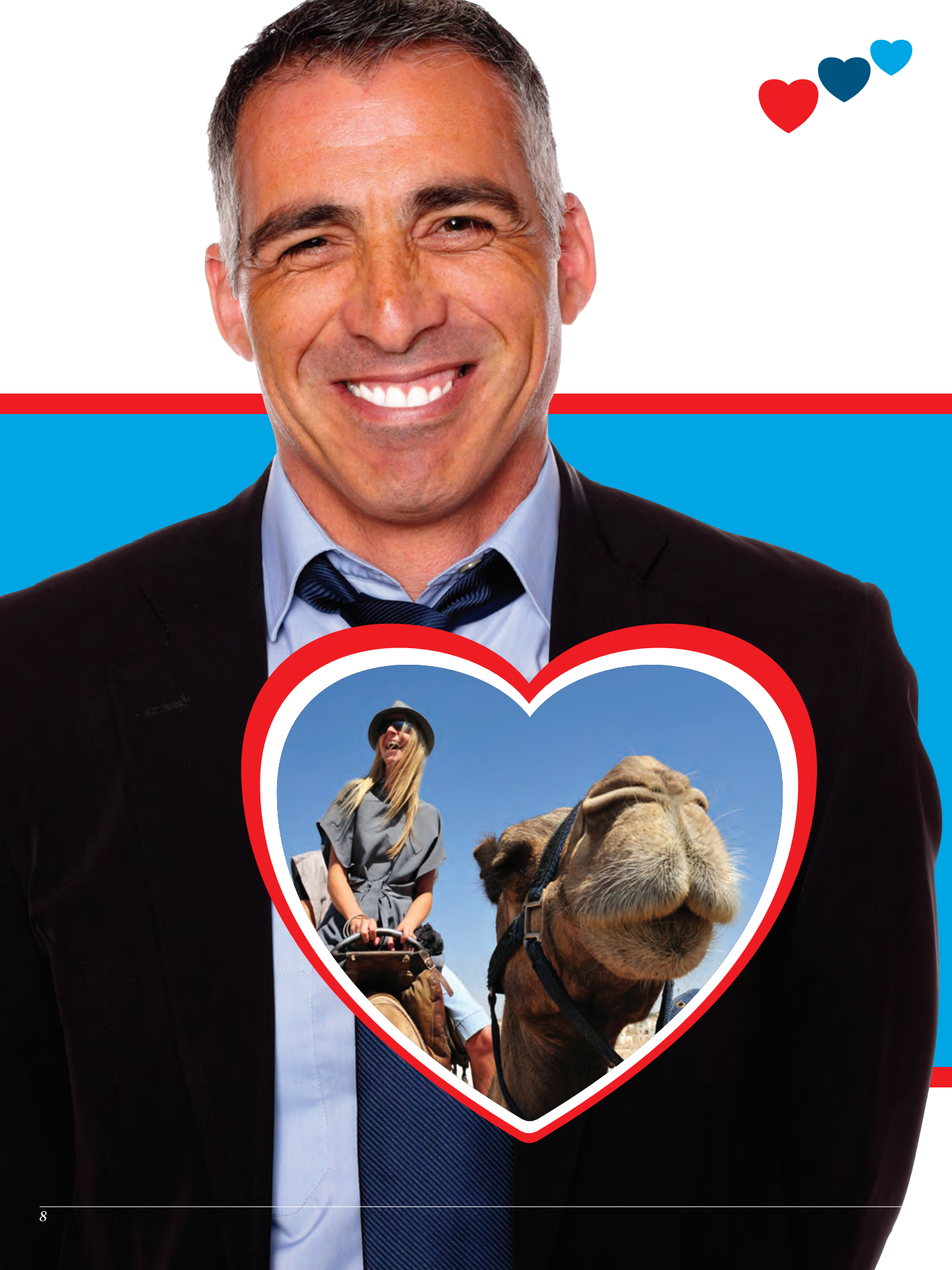
When Israel is attacked, Greater MetroWest responds. We immediately jumped into action, opening the Israel Emergency Campaign (IEC) in conjunction with the Jewish Federations of North America.

In a remarkable show of unity and support of Israel and Operation Protective Edge, the Greater MetroWest community donated over \$1.25 million to the IEC. (Note: 100% of the IEC went to the emergency, to the infrastructure in place). These donations, part of a national fund-raising effort of \$30 million, brought respite care to 45,000 children; delivered food and medicine to 20,000 of Israel's most vulnerable citizens; provided trauma counseling to 15,000 Israelis; and made funds available to 13 hard-hit communities, including our partners — Kibbutz Erez and Ofakim/Merchavim — to bridge the gap between what the government could provide and what these southern communities greatly needed.

We were there before the crisis. And even though the fighting ended, we are still there. Through the Annual Campaign we provide funds for ongoing trauma counseling; renovations of uninhabitable bomb shelters; investments in volunteer frameworks that support communities; respite for frontline professionals and volunteers; emergency preparedness – planning and training for front-line responders; and emergency health care.

Because of you.





Our Statewide and International Impact – Advocacy in Action

To counter the dramatic increase in attempts to delegitimize Israel on college campuses, the CRC redoubled its efforts to train high school and college students to be effective and confident advocates.

A third Talk Israel College Retreat for NJ Jewish college students was held. The CRC created and

supports a College Student Board, and brings pro-Israel programs to local college campuses.

Human trafficking is a modern-day form of slavery, and with an estimated 27 million people trafficked worldwide, it is a prominent global issue. Large sporting events such as the Super Bowl are

magnets for human trafficking. With the game literally in our backyard last year in New Jersey, the Federation's Community Relations Committee (CRC) took up the issue, lending an added urgency to raising awareness of and combatting the practice.

Our Israel Impact – A Multi-faceted Focus

The Israel Center grew by leaps and bounds during the year. Nine Israeli emissaries; 950 community members celebrating Israel's Independence Day; hundreds of schools, synagogues, senior groups, and youth movement activities; 25 synagogues participating in the 11th year of the Rishonim (youth emissary) program; thousands of miles flown by "living bridge" program participants; the maintenance of seven Israeli partnerships; and so much more demonstrated our enthusiasm for Israel in Greater MetroWest.

Our partnerships and projects in Israel were showcased in six different missions, through which the participants gained a deeper understanding of our partner communities and work in the

Negev. The Ness Advisory Council of the Jewish Community Foundation, Israel's only Jewish community endowment fund focused on the Negev, continued its pioneering work in making the desert bloom.

We expanded our *shlichim* (emissary program) to six youth and three adult emissaries, creating one of the largest delegations of ambassadors in North America. And over 2,000 people participated in our *Yom HaZikaron* (Israel Memorial Day) and *Yom Ha'atzmaut* (Israel Independence Day) community-wide events across Greater MetroWest, evidence of the enduring connection between Israel and our community.

For 90 years we have been caring for those in need, building an ever stronger Jewish community, and sharing joys and sorrows together. By bringing our shared Jewish values — *klal Yisrael* (one Jewish people), *ahavat Yisrael* (love of Israel) and *tikkun olam* (repairing the world), — to life, together we have made a tangible impact on tens of thousands of fellow Jews.

Federation is only able to do its work because of your generosity.

You are the heart of Federation. Thank you.

2014 Achievements

Connecting to Jewish Life

Forty-three synagogues participated in MetroPass, enabling 90 unaffiliated families to attend free High Holiday services in congregations throughout Greater MetroWest.

The Federation coordinated the efforts of more than 500 volunteers to work in Union Beach, completed the *Bonim B'yachad* (Israelis and Americans building together) home, and secured a \$50,000 grant to rebuild home foundations in Union Beach. This effort raised awareness about the Federation's mission through local and national media.

The Community Relations Committee (CRC) convened the NJ Coalition Against Human Trafficking, which grew to over 100 diverse member organizations. The Coalition worked with law enforcement and NJ legislators to deter trafficking around the Super Bowl; organized 30 local programs to raise awareness about the issue, reaching hundreds of thousands of people in the state; worked with hotel managers to set protocols in place; and implemented a SOAP campaign. The project received the Program Excellence Award from Jewish Council for Public Affairs (JCPA) and helped put the issue on the public policy agenda of JCPA and Jewish Federations of North America.

Greater MetroWest launched "Fight Hunger" and "Giving Tuesday" campaigns, which were promoted heavily on social media platforms.

In coordination with the NJ State Association of Jewish Federations, Federation led a mission of 12 NJ legislators, including the Senate President, to Israel.

The CRC sponsored six programs to educate the community on current events, including an Israel Advocacy Summit. It also supported Sen. Robert Menendez's position on the Iran negotiations to support economic sanctions and monitored Iran Interim Agreement Negotiations.

The Holocaust Council of Greater MetroWest planned and helped facilitate numerous Kristallnacht and Yom Hashoah events in universities, colleges, synagogues, and churches, including three major programs (with over 500 attendees each): South Orange/Maplewood 37th Annual Interfaith Holocaust Service, Kean University Annual Yom Hashoah Observance, and the City of Newark Annual Holocaust Commemoration.

The Holocaust Council created and curated new exhibitions: "Sanctuary in Shanghai," which was visited by the Chinese Vice-Deputy Consul General, and "Unsung Heroes," a new exhibit within "From Memory to History." Special programs during the exhibits featured distinguished scholars Rachel Korazim and Shalmi Barmore.

The Israel Center attracted over 2,000 people to Yom HaZikaron and Yom Ha'atzmaut community-wide events: 200 for Yom HaZikaron and 950 for the Yom Ha'atzmaut concert, 300 for the YM-YWHA of Union County family celebration; and 200 for a young adults' party in Hoboken. Additional Yom Ha'atzmaut events, with hundreds of participants in attendance, organized by Federation's Rishonim and members of our three visiting Israeli delegations – Peoplehood, Ra'anana, and Kibbutzim College – were held in schools and synagogues throughout the community.



Federation hosted four Birthright Israel buses with 160 young adults for a free 10-day trip to Israel.

The marketing department received five Jersey Awards from the NJ Ad Club: What Difference Can You Make Ad Campaign, Full-page ad, Leadership Development microsite, Partner2Partner Pocket folder/brochure, and Holy Schtick e-mail blast.

Seven congregations in Greater MetroWest became ABLE Awarded, meeting specific criteria that demonstrates that their congregations are inclusive of individuals with disabilities and their families. There are also 29 Greater MetroWest congregations with inclusion committees.

MetroWest CARES continues to develop programs that educate seniors on local transportation options and encourage safe driving in response to the increased mobility challenges faced by older adults. About 200 individuals participated in West Orange on the Go, a program designed to educate seniors on transportation options and encourage safe driving.

Our JConnections program ran Popsicles in the Park/ Stories Under the Stars events, which had a total of 86 different families at five different locations — with no overlap.



2014 Achievements

Building an Enduring Jewish Life

The Greater MetroWest Jewish community is a national leader in the development of endowments to secure our future. The Jewish Community Foundation (JCF) launched the Create a Jewish Legacy program, selecting a first cohort of 15 synagogues and agencies.



The JCF MetroWest Tomorrow Campaign grew to over \$106 million as of June 2014. MetroWest Tomorrow adds to and ensures that legacy by focusing on programmatic endowments and matching donors' interests with communal needs.

The Israel Center hosted and showcased our partnerships and projects in Israel through six different missions and delegations from GMW, including GA Leadership, Rabbis' Mission, Epstein Fellows, Peoplehood, Women's Philanthropy Heart to Heart, and NJ Legislators, as well as several congregational and private visits. Our seven partnerships in Israel and two in Ukraine and the Israel Center allowed GMW to become a leader among North American Jewish communities in developing the new paradigm of Israel-Diaspora relationships. The Government of Israel/Jewish People Initiative is working with our community as a model.

MetroWest ABLE provided a total of \$20,000 in Synagogue Challenge Grants to congregations in Essex and Union counties to promote and increase inclusion in synagogue life for individuals with disabilities and their families. Take Control of Your Health (TCOYH) had approximately 80 individuals participate in an evidence-based program for individuals with chronic conditions and their caregivers. During FY13-14, TCOYH workshops were hosted by several organizations.

Federation finalized a Strategic Plan, which was ratified by the Board of Trustees. Phase one will launch in late 2014.

Federation brought two busloads of people (from Alex Aidekman Family Jewish Community Campus, Cooperman JCC, Wilf JCC, and Union Y) to the United Nations Annual Holocaust Commemoration. This included the largest group of survivors and their descendents at this event.





Jewish Philanthropy

The 2014 UJA Campaign raised \$22.1 million. In addition, over \$1.5 million was raised for supplemental gifts throughout the Jewish community.

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Jewish Community Foundation's (JCF) assets grew to over \$387 million, making us the largest community foundation in the State of New Jersey.

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JCF distributed over \$29.9 million in grants to Jewish and secular organizations in Greater MetroWest, nationally, and around the world.

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The William and Betty Lester Society supports the UJA Annual Campaign with commitments of \$100,000 or more. At present, the Lester Society has nearly 300 individuals and couples whose commitments total close to \$100 million. Last year funded commitments contributed more than \$1 million to the UJA Campaign.

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UJA kicked off the campaign with a successful Pacesetter event, our largest fund-raising event of the year, raising over \$3.1 million in one night. This event sets the pace and tone for the campaign year.

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Federation ran a successful Wexner Leadership campaign, raising over \$800,000 for future Wexner classes and leadership programs.

Greater MetroWest has raised \$455,000 to date above and beyond our annual allocation to send young adults on Birthright Israel.

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About \$250,000 raised from five designated gifts helped to rebuild the theater and senior center at JCC MetroWest and create two beautiful therapeutic outdoor gardens at Daughters of Israel. A café was also renovated.

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Women's Philanthropy received 18 new or recovered Lion of Judah gifts (\$97,000) and one Lion of Judah endowment. Eight Lions increased to new Lion of Judah giving levels, totaling \$58,000 in new money. Federation received 20 new Pomegranate gifts (\$1,800-\$4,999) and 18 Golda Meir Society gifts (\$1,000-\$1,799).

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CHOICES had over 350 attendees and brought in \$410,000 to the Women's Campaign.

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Women's Philanthropy established Ladies Night Out – a regional outreach event held in Scotch Plains that drew over 125 women, many of whom are new to Federation.

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Federation launched "Giving Tuesday" and "Fight Hunger" campaigns in Greater MetroWest. Fifteen local agencies participated in hands-on projects. In addition, the campaign raised more than \$45,000 from 150 people on Giving Tuesday.

**You are
the heart of
Federation.**





TOTAL REVENUE 2013-14

Jewish
Federation
of Greater MW

Jewish
Community
Foundation

Total

UNITED JEWISH APPEAL

Unrestricted	\$22,114,049		\$22,114,049
Restricted	1,362,486		1,362,486
Planned Gifts and Endowments	1,221,585	\$17,204,345	18,425,930
JCF Administrative Fees		1,727,341	1,727,341
Government and Foundation Grants	249,227		249,227
Emergency Relief funds	-		-
Other Revenue	431,242		431,242
TOTAL REVENUES 2013-14	\$25,378,589	\$18,931,686	\$44,310,275

TOTAL USES OF FUNDS 2013-14 (SUMMARY)

Overseas	\$7,313,434	\$1,056,819	\$8,370,253
Israel-Based	5,806,520	1,045,441	6,851,961
Worldwide	1,506,914	11,378	1,518,292
National	340,919	13,664,349	14,005,268
Local	5,715,625	11,846,154	17,561,779
Social Services	1,877,056	4,244,252	6,121,308
Jewish Life	3,838,569	7,601,902	11,440,471
JFED/JCF	9,505,021	1,709,600	11,214,621
Program Services	3,690,701	264,263	3,954,964
Other Operations	5,814,320	1,445,337	7,259,657
Shrinkage and Campus Contingency	1,413,132	-	1,413,132
TOTAL USES OF FUNDS 2013-14 (SUMMARY)	\$24,288,131	\$28,276,922	\$52,565,053

INVESTMENT INCOME

Jewish Community Foundation		49,390,970	49,390,970
Jewish Federation of Greater MetroWest NJ	5,908,125		5,908,125
Emergency Reserve	891,636		891,636
TOTAL INVESTMENT INCOME	\$6,799,761	\$49,390,970	\$56,190,731

Note: Distributions from the Jewish Community Foundation to the United Jewish Appeal of \$3,343,434 are included in the United Jewish Appeal revenue figures and are not reflected as uses in Jewish Community Foundation column.

JEWISH FEDERATION OF GREATER METROWEST NJ

OVERSEAS ISRAEL BASED • 24%



OVERSEAS WORLDWIDE • 6%



NATIONAL • 1%



LOCAL SOCIAL SERVICES • 8%



LOCAL JEWISH LIFE • 16%



JFED PROGRAM SERVICES • 15%



OTHER JFED OPERATIONS • 24%



RESERVES AND SHRINKAGE • 6%



JEWISH COMMUNITY FOUNDATION OF GREATER METROWEST NJ

OVERSEAS ISRAEL BASED • 4%



NATIONAL • 48%



LOCAL SOCIAL SERVICES • 15%



LOCAL JEWISH LIFE • 27%



JCF OPERATIONS • 6%



TOTAL USES OF FUNDS 2013-14

Jewish
Federation of
Greater MW

Jewish
Community
Foundation

Total

OVERSEAS: ISRAEL BASED

Jewish Agency for Israel, including Immigration and Absorption, Jewish Zionist Education, Social Programs and Youth Aliyah	\$3,017,264	\$23,753	\$3,041,017
Birthright Israel Ages 18-26	492,801	152,080	644,881
Israeli Health and Welfare Institutions		236,583	236,583
Israeli Schools and Universities		614,275	614,275
Ofakim/Merchavim	668,090	18,250	686,340
Arad/Tamar Partnership	246,500		246,500
Religious Pluralism Projects	368,286		368,286
Rishon LeZion	245,700	500	246,200
Shlichim (Israeli Emissaries)	363,350		363,350
Special Projects	404,529		404,529
TOTAL ISRAEL BASED	\$5,806,520	\$1,045,441	\$6,851,961

OVERSEAS: WORLDWIDE

"American Jewish Joint Distribution Committee: Rebuilding Jewish Communities / Social Welfare in Distressed Areas"	1,130,006		1,130,006
Former Soviet Union			
Welfare programs in the FSU	53,500		53,500
Cherkassy, Ukraine	79,600	11,378	90,978
Ukraine Assistance Fund	71,000		71,000
Other Worldwide (including ORT)	172,808		172,808
TOTAL WORLDWIDE	\$1,506,914	\$11,378	\$1,518,292

NATIONAL

National Jewish Organizations	320,919	1,218,426	1,539,345
Jewish Charities Outside MetroWest	20,000	5,027,302	5,047,302
Other Charities Outside MetroWest		7,418,621	7,418,621
TOTAL NATIONAL	\$340,919	\$13,664,349	\$14,005,268

LOCAL: SOCIAL SERVICES

Daughters of Israel*	485,127	848,062	1,333,189
Hebrew Free Loan of MetroWest	20,000		20,000
JESPY House	26,121	11,830	37,951
Jewish Community Housing Corp (JCHC) incl. subsidies		136,493	136,493
Jewish Family Service MW	550,671	480,983	1,031,654
Jewish Family Service of CNJ	253,987	23,894	277,881
Jewish Service for the Developmentally Disabled	23,500	14,180	37,680
Jewish Vocational Service	318,508	351,720	670,228
The Friendship Circle	26,701	61,737	88,438
Other Local Charities	172,441	2,315,353	2,487,794
TOTAL SOCIAL SERVICES	\$1,877,056	\$4,244,252	\$6,121,308

*Net of special allocations.

	Jewish Federation of Greater MW	Jewish Community Foundation	Total
LOCAL: JEWISH LIFE			
Association of Jewish Federations	\$116,292		\$116,292
Golda Och Academy	276,144	\$1,194,785	1,470,929
Gottesman RTW Academy of Morris County	119,773	3,199,961	3,319,734
Hillel: Rutgers/Drew Universities	93,979	139,030	233,009
JCC MetroWest	1,500,622	343,482	1,844,104
JCC CNJ	152,939	41,966	194,905
Jewish Historical Society	1,800	31,701	33,501
Joint Chaplaincy Committee	117,068	24,361	141,429
Joseph Kushner Hebrew Academy / Rae Kushner Yeshiva High School	197,821	506,962	704,783
Jewish Educational Center	178,176	7,205	185,381
Partnership for Jewish Learning and Life	818,991	1,298,163	2,117,154
Sinai Special Needs Institute	15,554	2,500	18,054
Synagogues and Other Local Agencies	60,000	704,763	764,763
YM-YWHA of Union County	189,410	107,023	296,433
TOTAL JEWISH LIFE	\$3,838,569	\$7,601,902	\$11,440,471
JFGMW/JCF			
Program Services including: Community Relations, Community Planning, Eldercare Services, Israel Programming, NJ Jewish News Subscriptions, Services to Agencies, Waldor Leadership Institute	3,690,701	264,263	3,954,964
Financial Resource Development	3,166,596	734,127	3,900,723
Supporting Services including: Administration, Finance and Compliance, Governance, Information Services, Marketing	2,647,724	711,210	3,358,934
TOTAL JFGMW/JCF	\$9,505,021	\$1,709,600	\$11,214,621
SHRINKAGE AND CAMPUS CONTINGENCY			
Shrinkage	995,132		995,132
Whippany Campus and other Contingency	418,000		418,000
TOTAL SHRINKAGE AND CAMPUS CONTINGENCY	1,413,132	0	1,413,132
TOTAL USES OF FUNDS 2013-14	\$24,288,131	\$28,276,922	\$52,565,053

We Care. We Build. We Save.

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**Serves by virtue
of office.*

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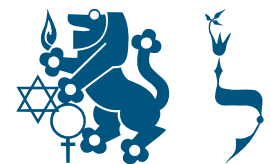
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