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# Celebrating the Power of Collaboration!

## As the Jewish Federation Celebrates 100 Years, We Celebrate Nearly 60 Years of Working Together



(L-R) President & CEO of The Foundation, Marvin Schotland; Jay Sanderson, President and CEO of The Jewish Federation; and Foundation Chair Lorin M. Fife.

This year, **The Jewish Federation of Greater Los Angeles** celebrates 100 years of service to the Jewish community, in Los Angeles and beyond. As The Foundation salutes the Federation on its Centennial, we also celebrate what we have accomplished together—the lives we have touched, the emergency needs we have met and the many important ways we have transformed our community by working together.

Created by the Federation in 1954 to build permanent resources for the community, The Foundation has been a key collaborator in a wide range of Federation initiatives. Many Federation agencies got their start with Foundation funding. During the past 25 years—the most fruitful period of our long relationship—The Foundation has awarded a total of \$13 million to the Federation for its programs and initiatives, including a gift of \$2.5 million to establish the Federation's **Goldsmith Center** building endowment. This funding, along with \$5 million in grants to the five Federation agencies (**Jewish Family Service, Jewish Vocational Service, Jewish Free Loan Association, Jewish Big Brothers Big Sisters** and **BJE**) and nearly \$2 million to the Federation's **Council on Jewish Life** for Synagogue Grants, amounts to a total of more than \$20 million in support. Additionally, Foundation donors—through their charitable funds—have provided millions more in support to the Federation and its programs. From 2001-2010, Foundation donors awarded more than \$77 million

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### FROM THE DESK OF

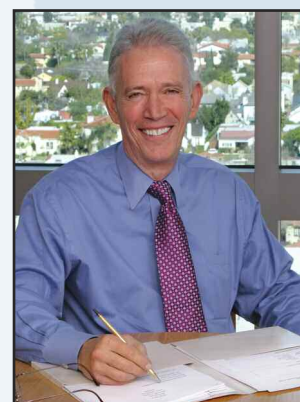
## Marvin I. Schotland

PRESIDENT & CEO, JEWISH COMMUNITY FOUNDATION

Celebrating a century of existence is a rare privilege, and an opportunity to reflect on the past and look toward the future. Such is the case with The Jewish Federation, as it celebrates its Centennial in 2011. It's difficult to quantify the enormous contribution to our community that the Federation has made over the past 100 years. From a small Jewish community of approximately 20,000 members in 1911, the L.A. Jewish community has mushroomed into the second largest Jewish community in America, and one of the most diverse in the world. At the center of it all for the past century has been The Jewish Federation, helping to sustain, nurture and grow our community.

For nearly six decades of this period—since The Foundation's founding in 1954—we and the Federation have had a deep and complementary relationship aimed at enhancing the well-being of Jewish Los Angeles. While the Federation is primarily focused on immediate needs and raising

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### A GLANCE AT WHAT'S INSIDE

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to the Federation and the United Jewish Fund, and nearly \$14 million to Federation agencies, for a total of \$91 million.

“The Foundation has many collaborators in the community, but the Federation is clearly our most important collaborator, because it represents the entire Los Angeles Jewish community,” said **Marvin Schotland**, Foundation president and CEO. “We seek to fund programs that will have a lasting and significant impact, which is why the Federation’s programs are so attractive to us.”

## Building Bridges to Synagogues

### \$1.9 million in Synagogue Grants, 1986-2005

To build collaborations between the Federation, The Foundation and the synagogue community, The Foundation awarded nearly \$1.9 million in Synagogue Grants over 20 years (1986-2005), much of which was awarded directly to the Federation through the Council on Jewish Life.

The grants were awarded to innovative programs that addressed emerging community needs and highlighted Jewish culture and heritage. A few of the many recipients included: **Valley Beth Shalom** for its *Teen Grief Support Program*; **Santa Clarita Valley Coalition** for its *Am Echad (One People)* speaker series; **Sephardic Temple Tifereth Israel** for its *Festival of Jewish Learning*; and **Chabad of Conejo Valley** for its *Scribes and Scrolls* program.

“This was an excellent example of The Foundation working hand in hand with the Federation to show the synagogues that they don’t have to go it alone—that people can come together to identify and address community needs,” said **Allan Cutrow**, Foundation Chair from 1985-1988.

“During that time, there was a lot of tension between Jewish Federations and the organized religious communities all over the country, so this was a very important bridge to build,” added **Martin Appel**, Foundation Chair from 1989-1992, who served as Chair of the Federation’s Council of Jewish Life from 1984-1987.

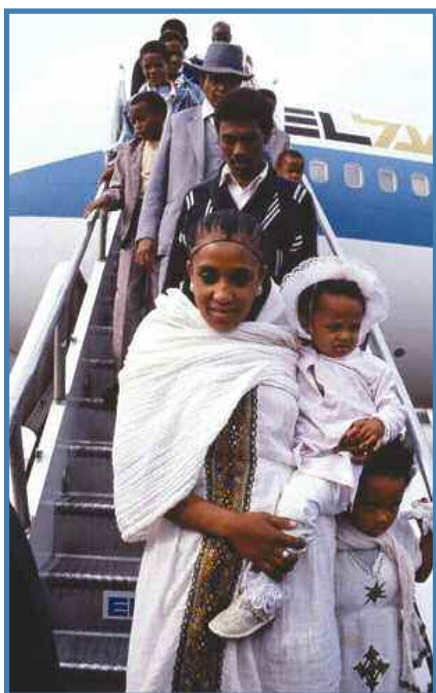
## Embracing a Flood of Newcomers

### Soviet Émigré Resettlement: \$1.5 million in 1989

When the Soviet Union collapsed in 1989, 63,000 Soviet Jews fled, and many arrived in Los Angeles. The flood of refugees—which exceeded the total of Soviet Jewish immigrants for the prior 10 years combined—taxed the already overburdened services offered by existing community resources.

When the Federation called for assistance in absorbing these new immigrants, The Foundation responded with a \$1.5 million grant, which provided the impetus for a community-wide fundraising campaign.

*Foundation support of Federation overseas initiatives has helped thousands of Jews relocate to Israel from such places as Ethiopia and the Soviet Union, among others.*



“That was a significant amount of money for us at the time, because the entire balance sheet of The Foundation was \$99 million,” said Appel, who was Foundation Chair at the time, “but it was an historic moment for our community, and I’m proud that The Foundation was able to step up and do it.”

**Mark Lainer**, Foundation Chair from 2001-2004, remembers the struggles of the Soviet immigrants, including his own relatives, to adapt to life in America. “In addition to connecting them with jobs, housing and healthcare, the Federation offered programs to help them deal with culture shock and explore together what it meant to be an American.

“The Federation also helped place many of the younger kids into Jewish day schools. Today, many of those immigrant families are very well established, and have gone on to hold leadership positions in our community.”

## Encouraging Jewish Students to Visit Israel

### Israel Experience Program, multi-year grant of more than \$2 million

The late **Stuart Buchalter**, Foundation Chair from 1993-1996, oversaw the creation of the **Israel Experience Program** in 1995, a Foundation initiative developed in collaboration with the Federation and synagogues to provide over \$2 million of funding for scholarships to send young people on first-time, educational visits to Israel.

The Israel Experience Program has been modified and adapted nationally by **Birthright Israel**, which is funded by a consortium of leading national foundations and locally by the Los Angeles Jewish Federation.

“The Federation has always been deeply committed to making sure that any young person who wants to go to Israel gets to do so,” said **Jay Sanderson**, President and Chief Executive Officer of the Federation. “The Israel Experience Program was enormously important during its time, and The Foundation’s support of that program helped hundreds of young people experience Israel.”

“The Israel Experience Program grant recognized the truly visionary work that the Federation was doing in the entire area of Israel programming, including the **Tel Aviv-Los Angeles Partnership**, which has been universally recognized as probably the greatest experiment to date in the history of Israel-Diaspora relations,” added **Lorin Fife**, current Chair of The Foundation.



*The Foundation’s funding of the Israel Experience Program helped send hundreds of young people on educational trips to Israel.*

#### NOTABLE FACT

**200+ Grants/\$20 million+**

**Foundation Collaborative Grants to The Federation & Its Agencies Over 25 Years, 1986-2010**

#### Selected Examples of Programs of The Federation & Its Agencies Funded by The Foundation Over 25 Years, 1986-2010

**1986**

Homeless  
Emergency  
Fund

**1987**

Beit T’Shuvah

**1988**

Jewish Community  
AIDS Project

**1989**

Soviet Refugee  
Resettlement  
Council

## Responding to Urgent Needs

### Nearly \$2.2 million, 1986-2010

Responding to local and international emergencies has been a major focus of the Federation throughout its 100-year history. “Over the past 25 years, The Foundation has been an important partner in our response to these emergencies, whether caused by an economic downturn in Los Angeles, by natural disaster, or the emergency that took place in Israel after the last war in Lebanon,” said Sanderson.

#### L.A. Earthquake Relief Fund: \$500,000 in 1994

When a 6.7 earthquake struck Los Angeles in 1994, The Foundation stepped forward with \$500,000 in emergency assistance to the Federation, agencies and other community institutions that sustained damage which threatened their ability to continue providing services. Of these funds, \$200,000 was earmarked for capital repairs to the **Jewish Home for the Aging**, and \$150,000 for capital repairs at the **Brandeis Bardin Campus of American Jewish University**. Another \$450,000 was made available to synagogues, Federation beneficiary agencies, day schools and other Jewish institutions.

#### Israel in Crisis Relief Fund: \$250,000 in 2006

During Israel’s war with Lebanon in 2006, The Foundation awarded \$250,000 to the **Israel in Crisis Fund**, which was established by The Jewish Federation of Los Angeles in collaboration with the **Jewish Federations of North America**. The Foundation also alerted its donor community, which responded by giving nearly \$2.5 million to the Fund.

The support of The Foundation and its donors helped enable the Federation to provide immediate response to the crisis in Israel. This included offering critical human services, and providing assistance to individuals suffering from post-traumatic stress.

#### Jewish Family Relief Network and Emergency Cash Grants: \$1 million in 2009

To help alleviate the impact of the economic crisis on Jewish Angelenos, The Foundation distributed \$750,000 in emergency funding in 2009 to the **Jewish Family Relief Network**, comprised of five Federation social service agencies—Jewish Family Service, Jewish Vocational Service, Jewish Free Loan Association, Jewish Big Brothers Big Sisters and BJE. For the first time, these agencies coordinated their efforts to refer and deliver services to first-time clients who had recently been affected by layoffs, or other situations directly related to the economic downturn.

“The Jewish Family Relief Network was groundbreaking, not just for the dollars involved, but for the systems which were implemented,” said **Cathy Siegel Weiss**, Foundation Chair, 2005–2008. “It brought together all the agencies that provide relief in a very focused fashion, and changed how business is done in a way which will continue forward.”

In addition to providing funding to the agencies, The Foundation awarded \$250,000 directly to the Federation in 2009 for its **Emergency Cash Grants Initiative**. Community members in need

worked directly with Jewish community social service providers and **Board of Rabbis’** members to apply for cash grants to be used for healthcare, household expenses and shelter, employment support and emergency childcare.



After The Jewish Federation’s building suffered major damage from the Northridge Earthquake in 1994, The Foundation established a \$2.5 million endowment to fund future capital repairs to the Goldsmith Center.



During the 2010 forest fires in Northern Israel, Foundation donors gave thousands of dollars to the Federation’s emergency campaign in support of Israel.

In 2010, The Foundation supported this initiative with an additional \$250,000.

“The Emergency Cash Grants Initiative was an example of The Foundation and the Federation working together at their best,” said Federation Chair **Richard Sandler**. “The Federation identified the need, conceived the program and involved its agencies, while The Foundation served as the funding source.”

“This program helped approximately 1,400 families during a time of great need,” added Foundation Chair Lorin Fife. “We were able to save mortgages and prevent people from being evicted from their homes.”

## Addressing Our Future Challenges

Today’s Los Angeles Jewish community numbers more than a half-million people, spans a vast geographic area from the Westside to the Conejo Valley, and incorporates a myriad of denominations and ritual observances. To meet the changing needs of our community, both the Federation and The Foundation are thinking big. Since the inception of its

**Cutting Edge Grants Initiative** in 2006, The Foundation has awarded a total of 34 Cutting Edge Grants of up to \$250,000 each to a wide range of local initiatives and organizations. Of this amount, 13 Cutting Edge Grants—nearly 40 percent of the total—were awarded to the Federation and its agencies to fund innovative programs that can have a lasting impact on the

community, such as the Federation’s **Jewish Community Summer Overnight Camp Support Initiative** and **HaMercav Collaborative to Serve Jewish Special Needs Families**, as well as Jewish Free Loan Association’s **Nursing Student Loan Fund** and BJE’s **Jewish Education Customer Relations Management Program**.

According to Jay Sanderson, “The Federation’s relationship to the Cutting Edge Grants program is another sign of the important partnership that we have. We initiate important programs in the community, and in many cases, The Foundation stands side by side in funding those.

I think it speaks to the depth of the relationship. It also speaks to the fact that both The Foundation and the Federation are deeply committed to our community.” ✧



The Jewish Federation’s Summer Overnight Camp Initiative received a \$200,000 Cutting Edge grant from The Foundation in 2007, enabling hundreds of L.A.-area children to go to Jewish summer camp.

### NOTABLE FACT

**\$97 million+**

**Grants From The Foundation & Its Donors to The Federation & Its Agencies Over 10 Years, 2001–2010**

**1990**

Synagogue Funding Project

**1991**

JFS Pico-Robertson Storefront

**1992**

Zimmer Children’s Museum (My Jewish Discovery Place)

**1993**

Jewish Services to Disabled



# Looking Back

## Five Former Foundation Chairs Reflect on Decades of Foundation/Federation Collaboration

### Allan Cutrow Foundation Chair, 1985–1988



Allan Cutrow chaired The Foundation at a time of outreach to synagogues. He has a long history of service to both The Foundation and the Federation, having served as former Chair of The Federation's United Jewish Fund Campaign and currently serves as Chair of Koreh L.A., the literacy program created by the Federation's Jewish Community Relations Committee, and seed-funded by The Foundation. He is a partner in the Los Angeles law firm Mitchell, Silberberg & Knupp.

"It's astounding what The Foundation and the Federation have accomplished together in terms of raising money and taking care of our community. If you take a look at the nature of The Foundation's grants over the past 25 years, it is clear that The Foundation is much more than just a resource to address emergencies or help establish endowments to fund The Federation's annual campaign. It also reaches out to broad and diverse segments of the community, allowing them to be creative.

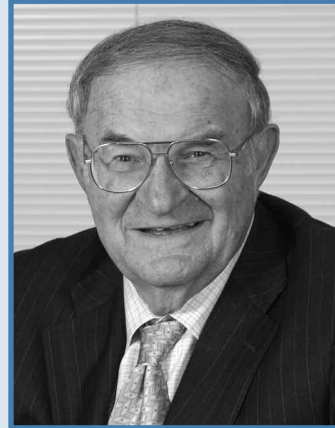
"One of the signature accomplishments of The Foundation over the years has been to seed Federation agencies, and then provide the legs for those agencies to become independent. **Bet Tzedek** is a good example. The Foundation gave them a significant grant in the 1970's to help them get off the ground, and later provided a bridge grant to help them evolve into an independent agency. Today Bet Tzedek is one of the country's premier legal services agencies with a significant fundraising effort of its own.

"In addition to wishing Happy Birthday to the Federation, I also want to say thank you. Getting into a Federation Leadership Development Program in 1975 was the best thing that ever happened to me. The Federation and The Foundation make up who I am, and I consider myself to be very fortunate in the things I've been able to do."

*The original Bet Tzedek facility, circa mid-1970s, which got its start in part from Foundation seed funding.*



### Martin S. Appel Foundation Chair, 1989–1992



During Martin S. Appel's tenure, The Foundation provided the Federation with significant funding for Synagogue Grants and the Refugee Resettlement Council, which provided social services to the flood of Soviet Jewish émigrés arriving in Los Angeles. Marty chaired the Federation's Council on Jewish Life from 1984-1987, reaching out to synagogues, intermarrieds and the Jewish disabled community. He is counsel to the Los Angeles law firm Jeffer Mangels Butler & Mitchell.

"In addition to making direct grants to the Federation over the years, The Foundation has been very successful at encouraging its donors to make endowment gifts identified for Federation use. The income from those endowments goes into the Federation's general fund, and they are permitted to use it as they please.

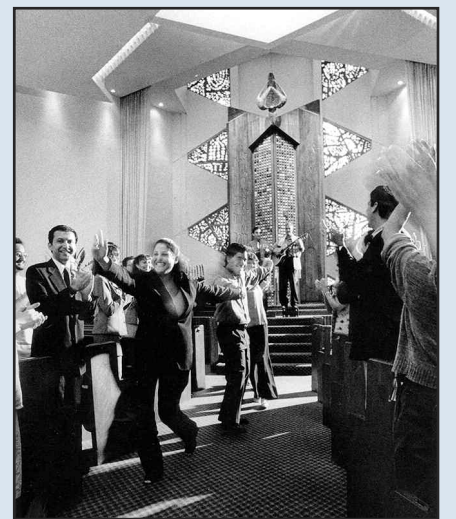
"I remember when the Soviet émigrés began coming to Los Angeles in 1989. They needed to learn what being an American was like. One of the Federation programs made possible with Foundation support was, *How Do You Buy a Car?*

The Soviets never bought cars before. So they had to learn certain lifestyle skills that were beyond the basics of food, clothing and housing, which of course they needed as well.

"I'm personally most proud of The Foundation's Synagogue Grants, because I was involved in that process from both The Foundation and the Federation sides. They were unique in the country at the time, and played an important role in bridging a gap between the synagogues and the Federation.

"I think Jay Sanderson is the right person to bring the Federation into the 21st Century. His efforts to make the Federation more inclusive is the right direction, and I think he has the finger on the pulse of young people, which is critical.

"The traditional Jewish birthday greeting is, 'May you live for 120 years', but to the Federation I'll say, 'Prosper long into the future!'"



*Sinai Temple's innovative "Friday Night Live" service reaching thousands of young, single Jews received seed funding from The Foundation.*



*From nearly 60 years ago through today, The Foundation and the Federation have been collaborating on strengthening our community and enriching the lives of Jewish Angelenos as well as the citizens of Israel.*

### Selected Examples of Programs of The Federation & Its Agencies Funded by The Foundation Over 25 Years, 1986–2010

**1994**

Northridge Earthquake Relief Fund

**1995**

L.A. Jewish Population Survey

**1996**

Independent Living Skills for Developmentally Disabled Adults

**1997**

Building Our Future: Jewish Student Teachers for Jewish Day Schools

### Annette Shapiro Foundation Chair, 1997–2000



Annette Shapiro has been a professional volunteer for more than 60 years, and authored a book on the subject in 1994. She was the first woman and the first non-attorney to become Chair of The Foundation. Among many other leadership positions, she is a founding member and Chair of the Beit T'Shuvah Board of Directors, and has been a longtime lay leader and supporter of The Jewish Federation and its Women's Campaign. She is intimately involved with Stop Cancer and American Jewish University, which will award her with an honorary doctorate

in May, 2011. She and her husband, Leonard, have been a driving force in diabetes research that may ultimately provide a cure for diabetes.

“In 1987, The Foundation provided the funding for **Beit T'Shuvah** to purchase a building on South Lake Street to serve the needs of members of our community who are suffering from addiction. In 1999, through additional Foundation support and a capital campaign in the community, Beit T'Shuvah was able to solidify its base and move to a larger facility on Venice Boulevard, enabling it to serve more Jewish men and women suffering from addiction. Through The Foundation's—

as well as the Federation's—recognition of addiction as a serious problem in the Jewish community, Beit T'Shuvah ultimately became a beneficiary agency of the Federation. Without this cooperation, we might not have Beit T'Shuvah today.

“My grandfather was involved with The Jewish Federation in the 1920s, before it was even called the Federation. Our family knew it was important to support our community's philanthropic endeavors. Things have changed tremendously from when I started getting involved. The needs are different. The way things are done is different. We have a very large young adult base, and we need to listen to what they are saying and what they need.



Foundation grant support helped Beit T'Shuvah—which assists Jews suffering from addictions—get its start in the late 1980s.

“The Foundation is very important for the future, as is the Federation. People who establish funds at The Foundation are setting up their legacy of giving. And we need that legacy for our children and grandchildren. We need to give them a wonderful community like the one we all know today.”

### Mark Lainer Foundation Chair, 2001–2004



During Mark Lainer's tenure, The Foundation responded to the Federation's Jews In Crisis Campaign with a \$500,000 grant to provide for the critical needs of Jews in Israel who were suffering from the impact of terrorist attacks. Mark has served in many positions with both The Foundation and the Federation, and is a founder of three Jewish day schools. He works in real estate development and investments.

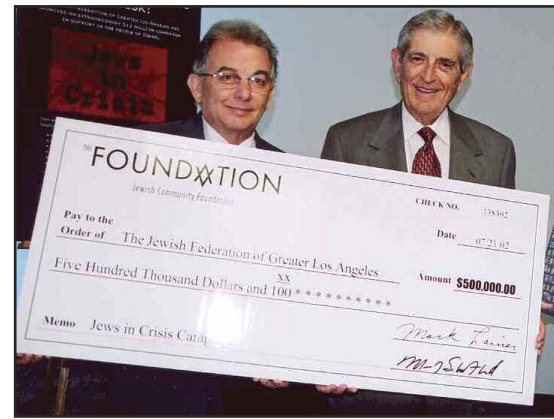
“In times of crisis, The Foundation and the Federation stand together. To me, that's a basic operating procedure.

For example, we had **Operation Exodus** and **Operation Solomon** to get Jews from the former Soviet Union and Ethiopian Jews to Israel. The Foundation has always encouraged its donors to give to these types of emergency campaigns.

“One terrific Federation program that The Foundation funded through its Comprehensive Development Grant Program was the **College Campus Initiative**. Working through The Jewish Federation's **Jewish Community Relations Committee, Los Angeles Hillel Council** and **Shalom Nature Center**, we were able to fund various programs on college campuses to encourage student engagement with Jewish life.

“Over the years, I've been involved in all kinds of programs at the Federation. One was **Project Renewal**, an urban revitalization program in Israel. In addition to the funds that we sent to Israel for the usual work of the **Jewish Agency**, we adopted several communities and built projects like senior homes and children's community centers. I chaired Project Renewal for four years, and went back and forth to Israel several times a year, overseeing the projects and working with the city mayors. It was a wonderful experience.

“Life continues to change, and today we face new challenges. Because of the economy, there are greater needs. Jay Sanderson was chosen to lead the Federation because we need new thinking. He is already starting to make his mark, and I wish him all the best during this milestone Centennial year and well beyond.”



Former Foundation Chair Mark Lainer presents a grant of \$500,000 to Jake Farber, former Chair of The Jewish Federation, for the Federation's Jews in Crisis Campaign in 2002.

### Cathy Siegel Weiss Foundation Chair, 2005–2008



Cathy Siegel Weiss, immediate past Chair, spearheaded The Foundation's groundbreaking **Cutting Edge Grants Initiative** in 2006. Cathy, an attorney, currently serves as a vice chair of Children's Hospital of Los Angeles. She is also on the Board of Directors of the Jewish Television Network and is a member of the Academy of Television Arts and Sciences.

“The Cutting Edge Grants Initiative was a dramatic departure from how The Foundation had done business in the past. Prior to its inception in 2006,

we had made multiple grants in much smaller dollars, almost exclusively on an annual basis. The Cutting Edge Grants Initiative envisioned multi-year grants of much larger dollars—up to \$250,000—for innovative projects, or projects that had been piloted elsewhere that were brought to L.A. and needed to be ramped up to scale. In that connection, I think we have made a significant difference where the collaboration with the Federation has been particularly important.

“Two good examples of Federation programs receiving substantial Cutting Edge Grants are the **HaMercaz Collaborative** and the **Jewish Overnight Camping Initiative**. HaMercaz is an amazing effort to pull together all of the services in the Jewish community that are available for special needs kids and make them easily accessible to families. We all understand that identifying programs for a special needs child can be complicated and at times overwhelming. So to bring together all of these services in a cohesive, user-friendly fashion is a very big deal.

“Significant research suggests that one of the most effective means of concretizing Jewish identity for kids is the Jewish summer camp experience. For The Foundation to be able to support that experience in Los Angeles through the Jewish Overnight Camping Initiative is a major accomplishment furthering our entire community's commitment to Jewish continuity.

“My Centennial wish for the Federation? May the next 100 years be even more successful than the first 100!” ✕



(L-R) Marvin Schotland and Cathy Siegel Weiss present a \$250,000 grant in 2006 to Federation Chair Michael Koss and president and CEO John Fishel for the Israel in Crisis Fund during Israel's war in Lebanon.

## 1998

Israel Experience Program

## 1999

Koreh L.A. (L.A. Jewish Coalition for Literacy)

## 2000

Jewish Federation Goldsmith Center Endowment

## 2001

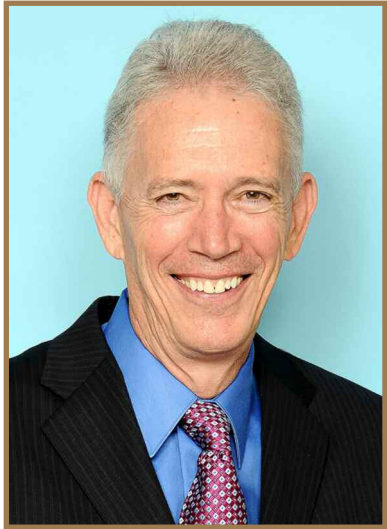
From Myth to Recovery: Opening the Window on Addiction and Recovery in the Jewish Community



# Looking Ahead

## It's not your father's Federation—or your mother's Foundation. A look at how the current leadership is adapting to changing times.

How does a 100-year-old organization spark the enthusiasm of the social media generation? That is one of the challenges—and opportunities—facing The Jewish Federation in this Centennial year. Under the leadership of President and CEO **Jay Sanderson** and Chair **Richard Sandler**, both of whom recently completed their first year in office, the Federation is revitalizing and refocusing on new ways to serve and engage what Jay calls “the most exciting, dynamic Jewish community in North America.”



Marvin I. Schotland, President & CEO of The Foundation

Supporting the Federation in that effort will be its long-time collaborator, the Jewish Community Foundation. Building on a relationship that has given birth to a myriad of organizations—including, to name a few, **Bet Tzedek**, **Beit T'Shuvah**, **Koreh L.A.** and the **Zimmer Children's Museum**—that are now part of the social fabric of our community, The Foundation is committed to seeding the bold ideas that will grow into tomorrow's impactful programs.

“This Centennial is an exciting moment to reflect on the enormous contribution the Federation has made to the well-being of the Jewish community in the 20th Century,” said **Marvin Schotland**, Foundation President and CEO. “Even more importantly, it is an opportunity to establish priorities for the years ahead.”

### Two Roles, One Community

The Federation and The Foundation play different but complementary roles in the Los Angeles Jewish community. As the hub of the community, the Federation establishes and annually funds community priorities, provides funding for day-to-day social services for people in need, creates opportunities for community engagement and works to strengthen Jewish identity and ties to Israel. The Annual Campaign, its signature fundraising effort, is directed toward immediate community needs.

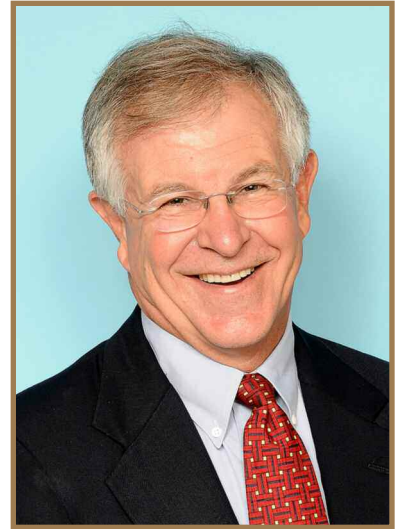


Jay Sanderson, President & CEO of The Jewish Federation

The Foundation's mission is to help people create an enduring legacy to improve the lives of this generation and generations to come. In addition to grantmaking, The Foundation offers customized guidance in charitable gift planning and a range of giving options that meet donors' and the community's long-term needs and objectives. Its **Family Foundation Center** helps individuals find and fund their philanthropic passions, including programs established by the Federation and its agencies, which have received more than \$97 million in grants over the last 10 years from The Foundation and its donors.

“The leaders of the Federation who organized The Foundation as an independent organization with a long-term perspective did the Jewish community a big favor,” said **Lorin Fife**, Chair of The Foundation's Board of Trustees. “The wisdom of having a stable resource that is not subject to the vicissitudes of each year's economy was demonstrated remarkably over the past two years, as we have gone through one of the toughest economic periods in American history.”

“The Federation identifies the issues that are most important to the Jewish community and determines who is doing the best work in those areas,” added Richard Sandler. “Our whole focus now is to address issues where we can really make a difference. The Foundation's **Cutting Edge Grants Initiative** has the same objective—to look really hard at an area, and make a multi-year grant that requires the recipients to meet certain benchmarks. That's the direction philanthropy has to go in today.”

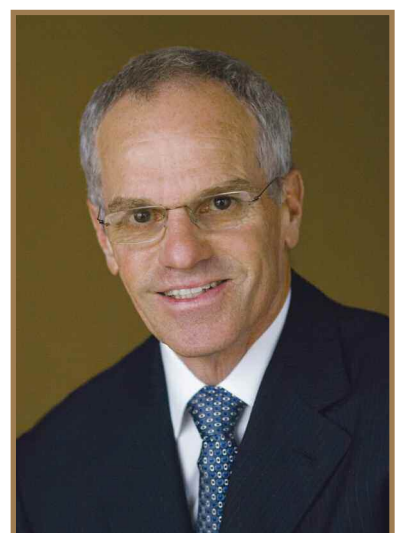


Lorin M. Fife, Chair of The Foundation

The **Next Gen Initiative** in 2008, the **Jewish Overnight Camping Initiative** in 2007, and the **HaMercaz Collaborative** in 2006 are among the many examples of the Federation identifying a need and The Foundation seeding the program.

In other cases, such as the formation of the Federation's **Emergency Cash Grants Program** and the **Jewish Family Relief Network** in 2009, both The Foundation and the Federation identified an unforeseen need and coordinated their roles to respond to it. The Federation, with help from \$250,000 in seed funding from The Foundation in 2009 and another \$250,000 in 2010, established the Emergency Cash Grants Program, which provides emergency grants to individuals and families affected by the economic downturn to meet their immediate needs. The Foundation, with a \$750,000 grant, brought together five Federation agencies to form the Jewish Family Relief Network to assist individuals who had never required social services prior to the severe economic downturn. Marvin Schotland recalls that, “We worked in an integrated fashion with **Jewish Family Service**, **Jewish Vocational Service**, **Jewish Free Loan Association**, **Jewish Big Brothers Big Sisters** and **BJE** to ensure that referrals of clients in need between agencies happened systematically.”

In 2010, The Foundation's \$250,000 Cutting Edge Grant to the Federation for **Fed Up With Hunger/Netiya** exemplified yet another model for Foundation/Federation collaboration. “This was a great example of The Foundation helping the Federation serve as a convener for an entire coalition of organizations—including synagogues, Hillel groups, social action organizations and community members—that came together for a single important project,” observed Lorin Fife.



Richard Sandler, Chair of The Jewish Federation

#### Selected Examples of Programs of The Federation & Its Agencies Funded by The Foundation Over 25 Years, 1986–2010

**2002**

Jews in Crisis Fund

**2003**

Holyland Democracy Project

**2004**

Tel Aviv-Los Angeles Educators' Seminar

**2005**

HaMercaz Collaborative to Serve Jewish Special Needs Families

**2006**

Israel in Crisis Fund



The Jewish Federation received a \$250,000 Foundation Cutting Edge Grant in 2010 for its Fed Up With Hunger/Netiya initiative to address hunger and improve policies related to food access in Greater L.A.

## Making an Impact

No one knows better than Jay Sanderson the impact that Foundation support can have on an innovative program. “During my 21 years as CEO of **Jewish Television Network**, The Foundation was with me during every important moment of our organization’s history, whether it was funding our children’s series, or *The Jewish Americans* documentary that ultimately aired on PBS, or the Cutting Edge Grant to develop web-based broadcasting. When The Foundation funds a program, it’s a signal of quality to other potential funders. The Foundation’s vital grants helped us get other funding as well.”

That personal connection will serve the leaders of both organizations well as they seek to engage young people, not just in the Federation, but in Jewish life. Richard Sandler notes that, “So many young people have no idea what Jewish life is about. They are going down a path to cut ties to their Judaism without really knowing what they are giving up. And that’s what many of The Foundation’s Cutting Edge Grants are focusing on, such as last year’s grant to **Jewlicious**, which is an organization that is tapping into many unaffiliated young Jews.”

Marvin Schotland points to **Thirty Years After**, a program that reaches out to the adult children of Iranian Jews to become more active community members, as the kind of social innovation that is characteristic of the Los Angeles Jewish community. The Foundation awarded Thirty Years After a \$200,000 Cutting Edge Grant in 2008. A portion of those funds went toward hosting a biennial large-scale conference on politics and civic life, **The Iranian-American Jewish Community at a Crossroads**.



Some of the many participants in Thirty Years After’s biennial conference on Jewish engagement in civic affairs.



Jewlicious, which focuses on strengthening ties with unaffiliated Jews, received a Foundation Cutting Edge Grant in 2010.



Marvin Schotland (L) makes a special presentation to Jay Sanderson during a Foundation event welcoming Jay to his new post as President & CEO of The Jewish Federation in early 2010.

“Even though it was an independent organization, both the Federation and The Foundation were instrumental in their own ways in helping Thirty Years After get off the ground,” observes Jay Sanderson. “Since receiving the grant, they have hosted more than 25 events which have been attended by nearly 4,000 young Persian Jews between the ages of 25 and 35. As a result, many of these young people have become more engaged in the Jewish community and have become more civically active.”

## Adopting a New View

Outreach to young people is key, according to Sanderson, because it changes the prism from which the Federation does its work. “It is our responsibility to understand how young Jews see the world, and to meet them where they are. We are changing the model of the Federation so that donors of all ages can touch and feel their philanthropy. We are revamping our leadership programs and all of our engagement opportunities to make them more meaningful to young people. We want to create a Jewish journey, so that people can stay connected with us as they go through their life stages,” Sanderson concludes.

“The Federation’s Centennial celebration offers an ideal opportunity for the Federation to reconnect with the community and communicate why the Federation’s work is so important,” added Sandler. “This is not your father’s Federation. The goals are the same, but times have changed.”



PJ Library, a program of The Jewish Federation, received a \$150,000 Cutting Edge Grant in 2010 to enable 1,800 unaffiliated families to connect with Jewish community and culture through children’s books and music.

## Investing in Future Leaders

Culminating the Centennial celebration, the Federation leaders will spearhead a **Community Mission to Israel**, October 23–November 1, 2011 (visit [www.jewishla.org](http://www.jewishla.org) for more info) and are inviting 22- to 40-year-olds to apply for a \$1,000 subsidy. As a condition of the subsidy, recipients will be required to make a meaningful gift to the Federation Annual Campaign.

Look for more bold initiatives from the Federation in the coming months and years. As it has for more than half a century, The Foundation stands ready to help support many of them.

“My hope,” Schotland said, “is that 25 years from now, people will look back and see that this was the moment when seeds were planted that grew into dynamic and impactful programs for the community. Working together with the Federation, our family of donors and the entire community, we are laying this groundwork for the future.” ✪

### 2007

Jewish Community  
Summer Overnight Camp  
Support Initiative

### 2008

Next Gen Engagement  
Initiative

### 2009

Emergency Cash  
Grants & Jewish Family  
Relief Network

### 2010

Fed Up With  
Hunger/Netiya

[www.jewishfoundationla.org](http://www.jewishfoundationla.org)

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From the Desk of Marvin I. Schotland *Continued from page 1*

near-term support, The Foundation is focused on long-term giving and endowments. Within this symbiotic relationship, we share a deep and abiding concern for the vitality of our community and its future. Which is why as allies, we regularly collaborate and consult together on a wide range of issues that impact our community, and strategize about practical solutions to the challenges we face.

Often, this collaboration involves funding support from The Foundation on behalf of Federation initiatives. As you'll read in this issue of *Legacy*, there are numerous examples of important, innovative and far-reaching Federation programs which received initial seed funding from The Foundation. This alliance also involves working together in times of crisis to address pressing needs, whether it be a local catastrophe such as an earthquake, a financial crisis due to the economic meltdown, or a painful conflict in Israel. It has certainly been challenging at times with multiple urgent priorities demanding our attention, but by working together and appreciating each other's respective roles, we've managed to move our Jewish community's agenda forward.

In a city the size of L.A. with a Jewish community—or more aptly, a series of Jewish communities—full of diversity and complexity, it's incumbent on The Foundation to collaborate with a range of organizations and causes. During the last 10 years, The Foundation and its donors made over \$550 million in grants to a broad range of causes locally—including, to name a few, such organizations as **American Jewish Committee, American Jewish University, Jewish Home for the Aging, Jewish World Watch, Simon Wiesenthal Center, Skirball Cultural Center, StandWithUs, and Vista Del Mar**—as well as nationally and in Israel. Of this amount, nearly \$100 million was directed to the Federation and its agencies.

On the occasion of their momentous Centennial, we applaud the Federation on 100 years of selfless service to Jewish L.A. and Israel, and for helping our community become one of the most vibrant, creative and thriving Jewish places in the world. We are indeed tremendously proud of our long and productive affiliation with the Federation. For nearly six decades of the Federation's first 100 years, we've been at their side. We're looking forward to being there for the next 100 as well. ✧

**Happy 100th Birthday, Jewish Federation of Los Angeles!**



**Mazel Tov from**

THE FOUNDATION

*For this generation...and generations to come.*