

THE FOUNDATION'S Legacy NEWS

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JEWISH COMMUNITY FOUNDATION OF LOS ANGELES

THE DORIS FACTOR ENDOWMENT—

An Enduring Legacy



Doris Factor's generous and significant support for health care initiatives in Los Angeles spans many decades. Pictured above is Doris Factor, circa 1983, at the dedication of the Louis and Doris Factor Health Sciences Building at UCLA.



The legacy of the Doris Factor Endowment continues, carried on by Sharon & Herb Glaser (L) and Jerry & Lorraine Factor (R) and their families.

FROM THE DESK OF MARVIN I. SCHOTLAND

PRESIDENT & CEO, JEWISH COMMUNITY FOUNDATION

If I were asked to describe The Foundation, its donors, and grant recipients in a single word, it would be "inspirational." That sense of inspiration comes through in this issue of *Legacy* and is what makes coming to work each day at The Foundation so enormously gratifying.



Doris Factor, of blessed memory, and her family are exemplars in point. Since its creation, the **Doris Factor Endowment Fund** has provided not just inspiration, but genuine hope, through its generous funding to a range of health-related

initiatives. Among these is **GeneTestNow.com**—shepherded by Doris's children, **Sharon Glaser** and **Jerry Factor**—which raises awareness and educates our community about Jewish genetic diseases, promotes screening and facilitates connections with diagnosticians and clinicians.

We are duly proud that the Factor family entrusted Doris's legacy to The Foundation—one of nearly 300 endowments we administer. The Factor family is inextricably linked to The Foundation's history and growth, with Doris's grandson, **Jonathan Glaser**, presently a member of our Board of Trustees. The cosmetics industry made family patriarch **Max Factor Sr.** a legend, and his descendants' multi-generational commitment to philanthropy remains his most enduring legacy.

Also in this issue we feature donors **Marcie** and **Howard Zelikow**. The couple's inspiring, recent gift to **Hebrew Union College** resulted in the **Zelikow School of Nonprofit Management** which is dedicated to educating and sustaining future generations of Jewish communal leaders. Marcie and Howard established their own Donor Advised Fund and

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Sharon Glaser vividly remembers putting coins in the *pushke*, the blue Jewish National Fund box that was a constant fixture in her childhood home. As a member of the Alpha Epsilon Phi sorority at UCLA, she was already an active fundraiser, visiting other sororities' weekly meetings to solicit donations for what was then the United Jewish Welfare Fund.

"*Tzedakah* was instilled in me from a very young age," she says. "It was just part of life."

Her brother, **Jerry Factor**, says the spirit of giving was ingrained in their extended family. "We were taught by example to leave the world in better condition than we found it."

For more than a decade, Sharon and Jerry have worked to do just that as stewards of the **Doris Factor Endowment Fund**, which their beloved mother, of blessed memory, established at The Foundation before she passed away in 2004. Through their diligent work, the Doris Factor Endowment Fund continues to support the causes that were important to Doris, including local Jewish community needs, medical research, the elderly, and projects to enhance family life.

"I am constantly inspired by the work that Sharon, Jerry and their families do to sustain the legacy of their remarkable mother," says The Foundation's president and CEO, **Marvin I. Schotland**. "By carrying on her philanthropic vision, they are enhancing our community immeasurably."

With our mother as our role model, tzedakah has been a way of life for our family."

— Sharon Glaser

The Early Years: From Poland to Los Angeles

That legacy of giving traces back to Sharon and Jerry's grandmother **Fannie Berman**, a strong and independent Polish immigrant who had two children, **Harry**, born in 1907, and **Doris**, born in 1909. Soon after the family moved to California, Fannie's husband died of a heart attack, leaving her with his successful men's clothing business, based in San Bernardino.

Fannie, who was Orthodox, moved the family to the then-thriving Jewish community of Boyle Heights. At Roosevelt High School, Doris met her future husband, **Louis Factor**, the son of **Max Factor** (whose hair-care and cosmetics products company had already made him a household name). They married in 1929 and had three children, **Sharon**, **Jerry**, and **Michelle**.

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THE DORIS FACTOR ENDOWMENT

An Enduring Legacy

While Louis worked as an executive in the Factor family business, Doris was deeply involved in community service, volunteering at her children's schools and at **Wilshire Boulevard Temple**, where the Factors were members. She also was active in **United Hostesses Charities**, which was created to provide seed money for the **Blue Baby Clinic at Cedars of Lebanon** (now **Cedars-Sinai Medical Center**).

Doris Factor: A Woman of Valor

After her husband Louis passed away in 1975, Doris was a major donor for the construction at UCLA of what is now the **Louis and Doris Factor Health Sciences Building**, which opened in 1983. A founder of both the **Los Angeles County Museum of Art** and **The Music Center**, Doris also gave generously to many Jewish causes, including the **Jewish Home for the Aging**, the **Anti-Defamation League**, and the **United Jewish Fund**, among many others.

In 1996, thinking about her life and legacy, Doris initiated a series of conversations with The Foundation that led to the creation of the Doris Factor Endowment Fund to create permanent resources for the community. After she passed away, Sharon and Jerry assumed the responsibility to ensure that the Endowment lives up to their mother's hopes and intentions. "We became deeply involved with the people working on each of the projects that the Endowment supports," says Sharon, who with her husband, **Herb**, has two adult children—**Tamar** and **Jonathan**.

The Next Generation of Advocates

Among those who appreciate that level of commitment is **Dr. C. Noel Bairey Merz**, director of the **Barbra Streisand Women's Heart Center at Cedars-Sinai Medical Center**. Sharon first became interested in this initiative a decade ago after learning a striking statistic: one in three women have heart disease but are unaware of it. "That woke me up," Sharon recalls.



The early years: Doris and Louis Factor with their children, Jerry, Sharon and Michelle.

Since then, the Endowment has supported the Women's Heart Center's efforts to raise awareness of heart disease, the leading cause of death for women. The Endowment funded the **Doris Factor Women's Heart Disease Community Education Coordinator**, who works to educate both health care professionals and the general public about the risks of heart disease among women. Through special events and ongoing programming, this expanded outreach has helped the center reach thousands of women.

"Sharon is an amazing advocate," says Dr. Bairey Merz. "She is a testament to what can happen when people get together behind a cause."

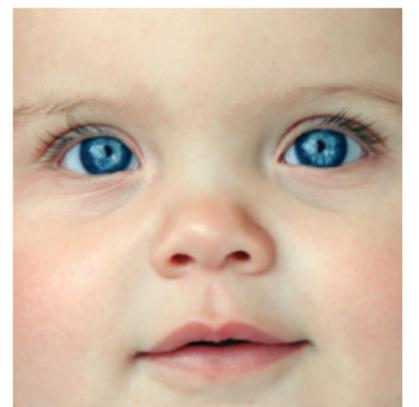
That same kind of awareness motivated the Factor/Glaser family in 2012 to launch the website **GeneTestNow.com**, with the mission of raising awareness and providing education about the importance of undergoing testing to detect Jewish genetic diseases.

Years earlier, as an early-childhood educator at **Stephen S. Wise Temple**, Sharon had encountered several mothers whose children suffered from genetic diseases and disabilities. Today, there are more than 40 known Jewish genetic diseases among Ashkenazi, Sephardic, and Mizrahi (including Persian) Jews. "We want to help families have early information about genetic diseases," Sharon says.

Partnering with **Tribe Media Corp.**, publisher of the **Jewish Journal**, GeneTestNow.com has sponsored an educational series explaining the importance of genetic testing—through a blood test or a simple saliva swab—before starting a family. One such series, "Straight Talk," provides valuable information about important topics relevant to Jewish genetic diseases. "People don't want to talk about genetic diseases—they're afraid of getting bad news," says Tribe president **David Suissa**, "but the fact is, genetic testing can help you put the odds on your side."



Doris Factor, of blessed memory, established a lasting legacy through an endowment that supports a variety of important causes.



GeneTestNow.com educates and raises awareness about the importance of testing for Jewish genetic diseases.

GeneTestNow.com



(Upper) Sharon and Herb Glaser (front row) and family.

(Lower) Lorraine and Jerry Factor (front row) and family.



While GeneTestNow.com is aimed at those considering bringing new lives into the world, another beneficiary of the Doris Factor Endowment aims to bring comfort and quality at the end of life. **Skirball Hospice**, a program of the **Los Angeles Jewish Home**, provides sensitive, high-quality care, allowing patients to remain in comfortable familiar surroundings in their final days.

Jerry Factor says he hadn't given much thought to hospice until his own mother was near the end of her life. "It was tremendously reassuring to know that there were people who had experience in dealing with the situation to help us," says Jerry, who, with his wife **Lorraine**, has four adult children—**David, Sandy, Cheryl** and **Steven**.

The Doris Factor Endowment has funded a Skirball Hospice social worker to support families through the death process and in the months beyond. "We are living the longest lifespans in history, and that will continue to grow as baby boomers move into their senior years," says **Molly Forrest**, the Jewish Home's president and CEO. "The focus of our program is to ensure death with dignity and to support the family in their grief."

In addition, the Doris Factor Endowment continues to support other programs in keeping with its mission. One is the **Doris Factor Molecular Endocrinology Laboratory at Cedars-Sinai**, which was dedicated by Doris Factor some 20 years ago and conducts internationally recognized research on the thyroid and pituitary glands under the direction of **Dr. Shlomo Melmed**. Sharon and Jerry proudly carry forth their mother's vision for this lab, including sponsoring science fellows from Israel and collaborating with Israel's **Tel Aviv Sourasky Medical Center**. Another program supported by the Endowment is the **American Jewish University's Marriage for Life** weekends, aimed at helping recently engaged and newly married Jewish and intermarried couples build and strengthen their relationships.



The Doris Factor Molecular Endocrinology Laboratory at Cedars-Sinai supports internationally recognized research on the thyroid and pituitary glands.



The American Jewish University's Marriage for Life Retreat provides weekend experiences in relationship building and strengthening.

The next generation is involved with the Endowment, with Sharon's daughter, **Tammy**, and Jerry's daughter, **Sandy**, participating in meetings and the decision-making process. Sharon's and Jerry's children also participate in the **Max Factor Family Foundation**, a separate charitable entity, of which Jerry is an emeritus trustee.

“We look for areas where we can truly make a difference.”

— Jerry Factor

The family has deeply valued the working relationships it has developed with The Foundation's professionals over the years. "They do a wonderful job," says Sharon. "We've been able to focus our efforts and conduct our philanthropic work effectively and strategically thanks to The Foundation's professional support." Adds Jerry, "The Foundation's staff is so dedicated, and it amazes me how much effort they invest to help us achieve our goals and administer our family's Endowment."

Beyond the Doris Factor Endowment, the family's ties to The Foundation run deep: Sharon's son, **Jonathan Glaser**, serves on The Foundation's Board of Trustees and her husband, Herb, is a former trustee and currently serves on its Advisory Board and Israel Grants Committee.

The **Doris Factor Women's Leadership Award** is another way they honor the example set by their beloved mother. It is presented at the annual *L'dor V'dor* Luncheon hosted by the **Women's Division of The Jewish Federation**. "With our mother as our role model, *tzedakah* has been a way of life for our family," Sharon says. "We have no doubt this tradition will carry on with our children and our children's children *l'dor v'dor*—from generation to generation." ✕

GENERAL COMMUNITY GRANTS

Foundation Awards \$180,000 to Programs for Domestic and Sexual Violence Prevention and Support

The Foundation's General Community Grants support local organizations that address high priority concerns in Los Angeles.

This year's General Community Grants coincide with an audit by the City of Los Angeles Controller's Office detailing the substantial underfunding of domestic and sexual violence prevention and intervention efforts. Last year, LA County law enforcement agencies reported nearly 50,000 domestic violence-related calls. We are proud to award \$180,000 to eight Los Angeles nonprofits doing important work in the area of domestic and sexual violence prevention and support.

1in6

Service Provider Training, \$20,000

To enhance the quality and accessibility of services for male survivors of sexual abuse through training and technical assistance for Los Angeles service providers.

www.1in6.org



Center for the Pacific-Asian Family Sexual Assault Crisis Intervention Services, \$20,000

To support sexual violence intervention, response and therapy services that are culturally sensitive to the Asian community.

www.nurturingchange.org

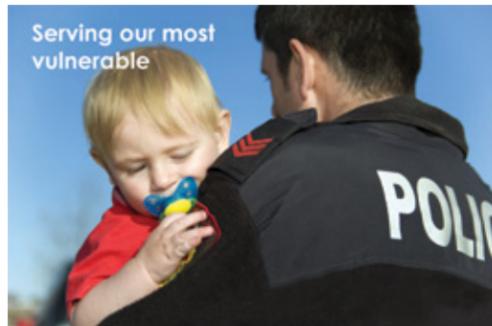


1736 Family Crisis Center

Domestic Violence Program, \$20,000

To support therapist training and funding for a Domestic Assault Response Team advocate who will accompany LAPD responders to help victims of domestic violence leave their batterers.

www.shareselfhelp.org



East Los Angeles Women's Center

Promotoras Contra La Violencia, \$20,000

To support training for Latina community leaders who will reach out to and provide culturally sensitive services to domestic and/or sexual violence survivors in Compton.

www.elawc.org



A Window Between Worlds

Adult Windows, \$20,000

To support therapeutic art intervention workshops for adult survivors of domestic and sexual violence and to provide training and support for new program leaders.

www.awbw.org

Jenesse Center

Domestic Violence Legal Services Program, \$25,000

To support pro bono domestic violence legal assistance that is culturally sensitive to low-income African American women and women of color.

www.jenesse.org



Aviva Family and Children's Services

Violence Prevention/Treatment Groups, \$30,000

To provide compassionate support, education, and therapeutic services to female foster youth in the Residential Treatment Program.

www.avivacenter.org



The Rape Foundation for the Rape Treatment Center (at Santa Monica-UCLA Medical Center)

Stuart House, \$25,000

To support therapists who provide expert, comprehensive, state-of-the-art services to sexually abused children and their families.

www.therapefoundation.org ✖



Looking for funding opportunities?

When you support one of our recent or past grant recipients, you are supporting programs of high impact that have been carefully vetted. We encourage you to learn more about the important work these nonprofits are doing.

ISRAEL GRANTS

Israel Grants of \$1.1 Million Focus on Jewish Identity and Economic Development and Self-Sufficiency

Our recent Israel Grants were awarded to programs working to promote economic self-sufficiency among diverse Jewish populations and to strengthen pluralistic Jewish identity through an increase in Jewish knowledge, cultural understanding, engagement, and practice. This portfolio of grants totaling \$1.1 million will have a significant impact on populations throughout Israel, including secular Israelis, those who leave ultra-Orthodox communities, at-risk youth, post-high school youth, and Ethiopian Israeli young adults.

STRENGTHENING JEWISH IDENTITY

Beit Midrash Elul

Learning Communities—Building Jewish Identities Through Text, \$150,000/3 years

To engage Israeli Jews throughout the country through text study and public events related to Jewish identity.

www.elul.org.il



Hut HaMeshulash

Inspired Living: Renewing Jewish Identity

\$150,000/3 years

To provide at-risk youth and young adults with a strengthened Jewish identity through engagement with Jewish text learning, art, music, creative writing, and Shabbat and holiday-based activities.

www.meshulash.org



Beit Tefilah Israeli

Open Tent Shabbat and Holidays: Israeli-Judaism in the Public Sphere, \$200,000/3 years

To provide Jewish Israelis with free, non-synagogue-based, inclusive Shabbat and holiday services in the public sphere throughout the year.

www.btfila.org/en/

Joint Council of Pre-Military Leadership Academies *Judaism, Zionism and Jewish Peoplehood for Students of the Pre-Military Leadership Academies (Mechinot)*

\$200,000/3 years

To expose high school graduates to Jewish literature, holidays, history, practice, and communities through participation in a one-year *Mechina* program.

www.mechinot.org.il/english



ECONOMIC DEVELOPMENT/SELF-SUFFICIENCY

Hillel—The Right To Choose

Workforce Integration and Facilitation

\$200,000/3 years

To provide job training to young adults who leave ultra-Orthodox communities to facilitate their full integration into the Israeli workforce and broader society.

www.hillel.org.il/en/



Tech-Career

Closing the Digital Gap—Empowering Ethiopian Israeli Young Adults

\$200,000/3 years

To support a comprehensive vocational technology training and placement program for Ethiopian Israeli young adults.

www.tech-career.org/en/ ✖



To learn more about our grant recipients and how you can support them, please contact Elana Wien at The Foundation's Center for Designed Philanthropy at (323) 761-8715.

www.jewishfoundationla.org/grantsawarded

YEAR-END PLANNING STRATEGIES

Donor Advised Funds: A Smart Way to Make a Difference at Year-End

As the year comes to a close, many people are considering what type of charitable contributions they should make and how they can support the causes they are most passionate about. By opening a **Donor Advised Fund** at The Foundation before 12/31/15, you will receive an immediate charitable deduction this year and have the flexibility to support your favorite causes for years to come. Donor Advised Funds provide you with the opportunity to recommend grants to Jewish and non-sectarian nonprofits locally, nationally, and in Israel. All that is required is an initial contribution of at least \$5,000.

If you own appreciated assets like stock or real estate—or if you plan on selling a business—a Donor Advised Fund is an ideal way to maximize your tax benefits. You'll have convenient, 24/7 online access to your fund, enabling you to review your fund's balance and giving history and to recommend grants whenever you wish.

If your balance is \$50,000 or more, there are several types of investment options providing diversity and potential growth for your fund's assets.

As a Foundation donor, you will receive invitations to educational programs on how to give more strategically, consultations about involving your children and grandchildren in your family's giving, and guidance in magnifying the impact of your giving through The Foundation's **Center for Designed Philanthropy**.

You can even consider opening a Donor Advised Fund for your children and/or grandchildren to engage your family in philanthropy and teach them by example the value of giving back. Numerous families have done this already, and their gifts will continue to touch the community for generations to come. What a wonderful gift idea!

The Foundation is here to provide sound strategies and solutions for your charitable gift planning. With over 60 years of experience, more than 1,200 donor families, and \$1 billion in charitable assets, we have the resources and expertise to help you become a more informed and effective philanthropist.

If you want to take your giving to the next level while maximizing your tax benefits, consider opening a Donor Advised Fund at The Foundation before year-end.

To get started, contact us at (323) 761-8704 or email hglynn@jewishfoundationla.org, and we'll be happy to help you and answer your inquiries. ✧



New Convenience!

Add to your Donor Advised Fund via Donor Services Online with an online check (ACH) (no fee) or credit card (fee involved).

Log on today at: www.jewishfoundationla.org/donate

Raising Financially Fit Kids — from Childhood to 40



(L-R) Front row: Foundation Donor and Trustee Gene Stein, Foundation Donor Mindy Stein, Foundation Chair Larry Rauch, and author Joline Godfrey. Back row: Director of the Center for Designed Philanthropy Elana Wien, Senior VP Dan Rothblatt, and Foundation President & CEO Marvin Schotland.

The Foundation's **Center for Designed Philanthropy** recently hosted a special event at the home of **Jeanne** and **Anthony Pritzker** on raising financially fit kids. The featured speaker was **Joline Godfrey**, a pioneer in the experiential approach to financial education for children and author of *How to Raise Financially Fit Kids*. Introduced by Foundation donor **Mindy Stein**, chair of the multigenerational **Tikun Olam Foundation**, a family support organization at the Jewish Community Foundation, the event addressed concrete age-appropriate ways of engaging young children and teenagers in financial and philanthropic education. This was the second Foundation event in 2015 on intergenerational philanthropy. "This year we've brought thought leaders to Los Angeles to share content that truly informs the whole family," said **Elana Wien**, director of the Center for Designed Philanthropy.

Our team is here to provide solutions for your year-end needs.

DONOR PROFILE

Marcie & Howard Zelikow

Marcie Zelikow says what inspires her philanthropy and activism is the phrase, *B'tzelem Elohim*—the Biblical concept that we are all created “in the Divine image.” If I can find the face of God in another human being,” she says, “that motivates me.” For **Howard**, the impetus is moral. “I think we’re on this earth to do good,” he says, “whether it’s organizational involvement, giving money, or helping somebody on the street.”

Through nearly 30 years of marriage, the Zelikows have given of themselves in ways that have transformed the Jewish community, Greater Los Angeles, and Israel. “Marcie and Howard Zelikow are models of what it means to contribute to and lead our community in every sense of the word,” says The Foundation’s president and CEO **Marvin I. Schotland**.

A Landmark Gift

The Zelikows demonstrated that in February with a landmark gift to **Hebrew Union College-Jewish Institute of Religion (HUC-JIR)** to fund the **Zelikow School of Jewish Nonprofit Management**, which trains professionals to lead community organizations.

Their commitment emerged from many years of serving as lay leaders of organizations such as HUC-JIR (where Marcie serves on the Board of Governors), **The Jewish Federation**, **American Jewish Committee**, **Jewish Family Service**, and **Temple Emanuel**. That work taught them about the vital roles of Jewish nonprofit professionals.

“It’s important that the people who will be leading these organizations know about management, leadership, fundraising, and finances,” says Howard, a partner at **Kayne Anderson Capital Advisors**.

They hope the gift will help HUC-JIR attract many top-notch students. “We need a new generation of Jewish leaders that can respond to the community’s changing dynamic while understanding its history,” says Marcie.

Steeped in Tradition

Their own histories are steeped in communal involvement. Raised in Cleveland, Marcie often joined her grandmother delivering food to the elderly and on volunteer hospital shifts. “Seeing my family’s charitable work,” she says, “taught me that giving back is essential.”

Howard was raised in Brooklyn, where his mother was a leader in the **League of Women Voters** and his father served as a synagogue president. When Howard relocated for work to Cleveland in the 1970s, he became active with the local Jewish Federation. Cleveland was also where he met Marcie. The couple married in 1987 and moved to Los Angeles in the 1990s.



The Zelikow family



Photo Credit: Marvin Steindler

Smart Giving

The Zelikows became immersed in philanthropy and joined numerous boards. In 1998, they established a Donor Advised Fund at The Foundation. As an accountant, Howard especially appreciates how The Foundation makes donating securities efficient and economical. “Donor Advised Funds are a wonderful vehicle for us, and The Foundation does the administrative work and invests the funds. They make it easy for us by being such great stewards.”

Marcie values The Foundation’s experience in grantmaking and in identifying and vetting organizations. “The Foundation’s professionals and their services are so valuable. It’s so helpful hearing their smart ideas and solutions,” she says.

Among other organizations, the Zelikows support the **New Israel Fund** and **Yemin Orde**, a youth village in Israel for children who suffered trauma from isolation and neglect, and **Chrysalis**, which helps the unemployed in LA find and retain work. Howard serves on its board.

Among their newest causes is **6 Points Sports Academy**, a Jewish sports camp affiliated with the **Union for Reform Judaism**, opening in 2016 on the **Occidental College** campus.

L’dor V’dor: Teaching the Next Generation

The Zelikows enjoy spending time with their seven grandchildren, and their three grown children—David, Lori, and Dan—and their spouses, all of whom are involved in their own communities. **David** and **Raina** are active in **The Jewish Federation** and its Campaign and join Howard and Marcie in supporting Chrysalis and 6 Points Sports. **Lori** and **Tom**, and **Dan** and **Marcelo** are active in their respective East Coast communities.

To help pass on the legacy of philanthropy, the Zelikows have established Donor Advised Funds for four of their grandchildren and plan to include all of them when they reach age 10. Howard got this idea from a *Legacy* newsletter article about Foundation donors **Dorothy** and **Ozzie Goren** establishing funds for their own offspring. “That made a great impression on us,” says Howard. He and Marcie have encouraged their grandchildren to lobby them for matching grants for causes they choose to support.

Marcie and Howard hope early experiences with *tzedakah* will help their grandchildren adopt the same humanitarian outlook that guides them. ✦

“I don’t know how you can be a human being and not give back to others.” — Marcie Zelikow

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credit the role of our professional team in their charitable-giving strategies. To nurture their family tradition of philanthropy, the Zelikows recently established Donor Advised Funds for their grandchildren—perpetuating their *tzedakah* and acts of loving-kindness from generation to generation.

Inspiration is also derived from the individuals and organizations that are working hard to support, uplift, and empower others. The Foundation's grant programs acknowledge and support such people and nonprofits each year. Our General Community Grants focus on a critical area of need in the greater Los Angeles area. Nothing could be more vital than our funding this year to eight outstanding programs that address domestic and sexual violence prevention and intervention. This year's grants, totaling \$180,000, coincided with a City of Los Angeles report and announcement by City Hall detailing the substantial underfunding of domestic and sexual violence prevention and intervention efforts. Sexual and domestic violence is a societal problem and does not discriminate by demography, ethnicity, religion, or socioeconomic status. Support is essential to break this cycle.

And our Israel Grants this year, totaling \$1.1 million, are supporting six important programs in Israel reaching thousands of Israelis in the areas of Jewish identity and economic development and self-sufficiency. Even in uncertain times, hope and inspiration persist. We need not look far for inspiration—it abounds in the outstanding work of our grant recipients and the generous hearts of our donors. I extend best wishes to you and your families for a healthy, joyful, prosperous, and inspirational 2016. ✨



The Foundation's Baruch Littman, VP, Development and comedian-actress Heather McDonald who presented the Outstanding Nonprofit Professional of the Year award.

Our own **Baruch Littman**, The Foundation's vice president of development, received the **Outstanding Nonprofit Professional of the Year** award from the **Association of Fundraising Professionals—Los Angeles Chapter** at its recent 30th anniversary event at Paramount Studios commemorating **National Philanthropy Day**. Baruch has been a part of The Foundation's leadership team for more than 16 years. Mazal tov, Baruch!

THE FOUNDATION'S **Legacy** NEWS

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