

THE FOUNDATION'S Legacy NEWS

JEWISH COMMUNITY FOUNDATION OF LOS ANGELES

\$100 Million in Grants!

The Foundation awarded a record-high **\$100 million** in grants in 2017, an increase of more than 23 percent from 2016. This \$100 million milestone was distributed to more than 2,600 nonprofits via 10,000 grants and represents our community's unwavering commitment to Jewish values.

Approximately \$48 million of our total 2017 grants were awarded to causes locally, around Los Angeles, which speaks to our mission as a community foundation. The remaining \$52 million in grants went to programs in California outside of LA, across the United States—**47 states in total**—and throughout the world, principally in Israel. This reflects our community's steadfast belief in *tikkun olam*—repairing the world. Approximately \$61 million went to Jewish-affiliated causes, demonstrating the resonance of *klal Yisrael*—unity of the Jewish people. The balance, \$39 million, went to the secular community, demonstrating *menshlicheit*—respect toward others.

At the most recent year-end, The Foundation's total assets were **\$1.25 billion**, rising 14 percent year over year. Fortunately, as our assets increase, so too does our ability to reinvest in the community through The Foundation's grantmaking.

"Through this record-breaking \$100 million in grants, The Foundation and our donors are exemplifying the finest Jewish values by truly making a difference locally and throughout the world," said Foundation President & CEO **Marvin I. Schotland**.

FROM THE DESK OF MARVIN I. SCHOTLAND

PRESIDENT & CEO, JEWISH COMMUNITY FOUNDATION

We are enormously grateful to our donors and grantees for their partnership in ensuring the vitality of our community today and into the future. At the Jewish Community Foundation, we live a steadfast commitment to Jewish values by addressing the most pressing humanitarian, societal, and cultural needs. This would not be possible without the compassion and generosity of our family of donors, who helped us reach **\$1.25 billion** of assets. Most importantly, we and our donor family awarded a record-high **\$100 million** through more than **10,000 grants** distributed last year to numerous Jewish and non-sectarian causes locally, nationally and in Israel.



In this edition of *Legacy*, we feature two donor families—representative of so many—who helped us achieve this significant grantmaking milestone: **Myron & Arlene Lieberman** and **Gwen & Jeremy Rosenthal**. The Liebermans focus on hunger and on the elderly, and they support organizations from Los Angeles to the former Soviet Union and in Israel. The Rosenthals received guidance from The Foundation's **Center for Designed Philanthropy** to help align their giving with their values. They conscientiously practice *tzedakah* with their three young children and focus their philanthropy primarily on helping youth in Los Angeles. Both the Liebermans and the Rosenthals are emblematic of our family of 1,300+ donors that strives to repair the world every single day.

In this bar mitzvah year of our signature **Cutting Edge Grants**, we're proud to announce grants totaling more than \$2 million awarded to nine innovative, local initiatives designed to reimagine

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Meet Donors Like You Who Invested in This Milestone Year

In recognition of this historic year of giving, we are especially grateful to be able to highlight two stories of Foundation donors who helped make it possible: **Myron & Arlene Lieberman** and **Gwen & Jeremy Rosenthal**.

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Arlene & Myron Lieberman (center) with son, Scott, daughter-in-law Ann, and grandchildren (left) Gavin, 18; Ellie, 14; and Becca, 12.
Photo Credit: Kyle Espeleta



Gwen & Jeremy Rosenthal and sons Micah, 11; Eli, 8; and Ezra, 13, in Jerusalem.

Myron & Arlene Lieberman: A Helping Hand, From Venice Beach to Belarus

“*We’ve seen the need with our own eyes.*”
— Myron Lieberman

It was a trip a decade ago that opened **Myron and Arlene Lieberman’s** eyes to the power of philanthropy.

They had traveled to Belarus, where Myron’s father was born, and saw elderly Jews living in isolation and profound poverty. “It was heart-wrenching,” Myron said.

The experience motivated them to take action. Working through the **American Jewish Joint Distribution Committee** (JDC), an international relief organization, the Liebermans initiated a microloan program that helped Belarusian citizens build businesses and bring some financial relief.

The Liebermans have gone on to help a great deal more—not only in Belarus, but also in Israel, and close to home in Los Angeles. Myron credits his wife for the heart of their giving. “Arlene is highly focused on making sure that people have enough food and that nobody goes hungry,” Myron said, “and she’s very passionate about older people in particular.”

“Myron and Arlene’s generous, thoughtful, and understated approach to their philanthropy is inspiring,” said **Dan Rothblatt**, Executive Vice President of The Foundation.

The couple continues to support JDC projects, including a number of senior daycare centers in Israel, in addition to a school for Bedouin women. In the Los Angeles area, where Myron and Arlene have a real estate business, they are helping fund the renovation of the **BAR Center at the Beach**, near their home in Venice Beach.

A Connection to Community Led to The Foundation

In recent years, they have felt a strong connection to Judaism and the Jewish community. The family gathers for weekly Shabbat dinners, and Myron regularly attends services at **Stephen S. Wise Temple** and a local Chabad.

The connection to the Jewish community and values helped the Liebermans choose The Foundation as the home for their Donor Advised Fund, the **Myron and Arlene Lieberman Charitable Fund**. They feel that by channeling their philanthropy through The Foundation, they are free to focus on the causes they care about.



Arlene and Myron Lieberman

“The Foundation has streamlined things for us, and the staff makes it very simple to manage our philanthropy without attorneys and accountants involved,” Myron said.

Now, Arlene and Myron are also thinking more about philanthropy as a tradition to pass down through the generations. Their son, **Scott**, greatly admires his parents’ generosity and passion, a way of life he hopes to instill in his own children.

The reason for this way of life is simple. “We’ve seen the need with our own eyes, so we really want to help people,” Myron said. “It’s become very important to us.”



Lieberman family

Photo Credit: Kyle Espeleta

Gwen & Jeremy Rosenthal: Creating a Philanthropic Family

“We connected with The Foundation to have our giving more meaningfully align with our values.” — Jeremy Rosenthal

Since **Jeremy Rosenthal** was in high school, he has been practicing the Jewish tradition of designating 1/10th of his income to *tzedakah*. Now a partner at the law firm **Sidley Austin LLC**, he and his wife, **Gwen Rosenthal**, a teacher at **Pressman Academy of Temple Beth Am**, maintain this practice—and pass it along to their sons, **Ezra**, 13, **Micah**, 11, and **Eli**, 8.

Celebrating Tzedakah

“We’re making *tzedakah* a conscious part of our family’s life and budget,” Gwen said. During Chanukah, they invite other families to their home to learn about various charitable causes. After the adults select different charities and give the children money to allocate, each child decides where to donate it based on the causes that resonate with them. “That night’s Chanukkah present is the opportunity to give to the organizations the kids choose,” Gwen explained. For Thanksgiving, the Rosenthals gather friends to pack and distribute upward of 300 lunch bags to people experiencing homelessness. “By making the lunches and delivering them to one person at a time, we can help make philanthropy real and personal to our kids,” Jeremy observed.

Aligning Giving With Values

“We connected with The Foundation to have our giving more meaningfully align with our values,” Jeremy explained. The couple established a Donor Advised Fund, the **Rosenthal Family Fund**, and uses it to support organizations combatting youth homelessness and hunger, along with Jewish day school and summer camp.

“The Foundation makes giving smarter,” Jeremy said. “While creating a long-term legacy, you can do tax planning and set up your Donor Advised Fund and overall giving to grow over time.”

The Center for Designed Philanthropy as a Bridge

Jeremy was also seeking organizations to support as a lay leader. Already a board member of **Camp Ramah** in Ojai, Jeremy also wanted to help youth in need. He turned to The Foundation for guidance.

Elana Wien, VP of The Foundation’s **Center for Designed Philanthropy**, and her team worked closely with Jeremy through a series of conversations to explore his interests and goals. They connected him with several organizations. After meeting with their leadership, Jeremy joined the board of **Los Angeles Youth Network (LAYN)**, which works to empower youth who are homeless or in foster care, with housing and support so that they can have flourishing and self-sufficient lives.

“I wanted to join a board where I could use my skills and knowledge to benefit an organization in a non-monetary way,” Jeremy said. “I never would have learned about LAYN without The Foundation’s matchmaking. The staff helped me hone my criteria and ultimately connected me to an appropriate organization that aligns with my values.”



Rosenthal family

“We’re making tzedakah a conscious part of our family’s life and budget.” — Gwen Rosenthal

Mark Supper, President/CEO of LAYN, said, “Jeremy’s commitment to community and his deep sense of philanthropy were apparent to us when we first met him.”

Elana shared, “Jeremy and Gwen give tremendous thought to where and how they give, whom they volunteer for, and what that giving means for our community and beyond.”

For the Rosenthals, that meaning starts with what they create at home. Their son, Micah, ran for *tzedakah* representative of his class and won. “He gets to be in charge of encouraging others to give *tzedakah*,” Gwen said with pride.



Rosenthal family visiting Masada in Israel.

The Foundation’s Family of Donors

The **Liebermans** and **Rosenthals** are two families that exemplify the generosity of our 1,300+ Foundation donors. We are grateful to them and all our donors for helping The Foundation reach the historic milestone of \$100 million in grants last year. ✧

GRANTEE SPOTLIGHT



Cutting Edge
GRANTS

Congratulations to Our 9 Cutting Edge Grant Recipients

Foundation Awards New Grants Totaling More Than \$2 Million

The Foundation is pleased to announce that more than **\$2 million** in multiyear **Cutting Edge Grants** has just been awarded to nine programs serving the Los Angeles Jewish community. Since the inception of the Cutting Edge Grants in 2006, The Foundation has awarded more than **\$19 million** to 100 initiatives designed to reimagine our LA Jewish community.

This year's grantees serve a wide range of needs, including training Jewish teen advisers to offer support and guidance to their peers via a smartphone application; educating and empowering Jewish older adults on the issue of elder abuse; and building a Spanish-language, pro-Israel media presence in Los Angeles.

We look forward to watching these new programs grow and strengthen our community.



Representatives of our 2018 Cutting Edge Grantees.

Photo Credit: Leah Lau

Act.IL

The Los Angeles Media Room

\$190,000/3 years

To mobilize, train, empower, and engage hundreds of teens and young adults in the LA Jewish community to effectively advocate for Israel across social media platforms.

www.act-il.com



Bet Tzedek

For the Sake of Our Elders: A Campaign to Fight Elder Abuse in the Jewish Community

\$250,000/3 years

To address the prevalence of elder abuse in the LA community by empowering older adults within the Jewish community to identify and speak out on the issue and by training Jewish clergy and educators on legal responsibilities and tactics for ending elder abuse.

www.bettzedek.org



Fuente Latina

Fuente Latina Los Angeles

\$250,000/3 years

To build on its success in Miami and launch a Spanish-language, pro-Israel media presence in Los Angeles and to positively impact perceptions of Israel and the LA Jewish community in Spanish-language media and in the wider Spanish-speaking community.

www.fuentelatina.org



Hillel 818

Jewish Identity Project

\$160,000/3 years

To lay the groundwork for the next generation of diverse Jewish leaders by scaling up its program at CSU Northridge, Pierce College, and LA Valley College to engage hundreds of Jewish Russian, Persian, and Israeli college students in Jewish life through culturally specific social, religious, and educational programming.

www.hillel818.org



IsraAID US

Humanitarian Professional Network

\$250,000/3 years

To introduce LA Jews to IsraAID and train young Jewish professionals to deploy on its international aid missions, where they can carry out their Jewish values and engage with Israel by providing emergency relief around the world. Through this process, IsraAID will also build a community of like-minded individuals interested in global humanitarian awareness.

www.israaid.org



Jewish Big Brothers Big Sisters of Los Angeles

Teen Talk

\$250,000/3 years

To train Jewish teens to become effective peer mentors to other teens seeking support for anxiety, depression, relationships, family issues, school, and beyond, who connect via a smartphone application. The program aims to build a community of empathetic teens, inspired by Jewish values, who are ambassadors of social and emotional health.

www.jbbbsla.org



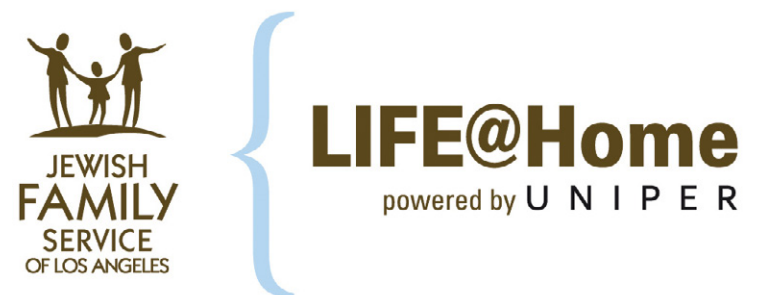
Jewish Family Service of Los Angeles

LIFE @ Home (Living, Inspired, Fit, and Engaged)

\$210,000/2 years

To support greater connectivity between homebound Holocaust survivors and the wider community through the use of cutting-edge technology to access a blend of supportive services, including social, educational, and holiday programs, improving quality of life for survivors and enabling them to age in place with dignity and grace.

www.jfsla.org



Jewish Federation of Greater Los Angeles

Campaign for Civil Discourse

\$250,000/3 years

To train Jewish leaders to facilitate and practice difficult conversations around critical issues to develop a culture of dialogue across diverse sectors of the LA Jewish community, in partnership with Resetting the Table.

www.jewishla.org



Project Miracle

Miracle Masters

\$250,000/4 years

To address the social isolation and unemployment experienced by adults with special needs by scaling up its performing arts, Judaica education, and vocational services for Jewish adults with disabilities, as well as training Jewish clergy on inclusion of people with special needs. ✖

www.themiracleproject.org

The Miracle Project

To learn more about supporting these and other nonprofits that received Foundation grants, please contact The Foundation's **Center for Designed Philanthropy** at thecenter@jewishfoundationla.org.

EVENTS

Exploring Our Story at the Wende Museum



Justin Jampol and Peggy & Ed Robin



Tess & Bruce Wilkoff and Marvin Schotland



Justin Jampol and Laura Bialis speaking to donors and guests



Natella Royzman



Laura Bialis, Leo Marmol, and Melanie Bialis



Celine Bundy-Kahn, Diane Gross, Jeffrey & Emily Wolf



Margy & Allan Rosenbluth



Paul & Eileen Meshekow, Dan Rothblatt, Rhea Cosky & Kurt Smalberg

To help deepen our donor family’s understanding of the community and the philanthropic landscape, more than 100 people gathered over the summer at the new **Wende Museum** in Culver City for an evening of **Art, Music & Conversation**. The Cold War-focused museum had two special exhibitions on display, *Promote, Tolerate, Ban: Art and Culture in Cold War Hungary*, and *Socialist Flower Power: Soviet Hippie Culture*.

It was an engaging, enlightening evening that featured a discussion with **Justin Jampol**, Ph.D., Executive Director/Founder, the Wende Museum; and **Laura Bialis**, Director of **Refusenik**, a documentary chronicling the struggle of Jews to emigrate from the Soviet Union and the Americans who aided them; and an exclusive performance by the Ukrainian-born, world-renowned concert pianist, **Inna Faliks**.

The evening was especially personal for **Natella Royzman**, The Foundation’s Director of Charitable Gift Planning. Her parents were *refuseniks*, and after years of anti-Semitism and hardship, her family was finally allowed to leave Russia. “My family’s emigration and settlement in the United States was made possible because of the commitment of Jewish organizations, Jewish activists, and Jewish philanthropists here in the United States,” Natella explained. “I was too young at the time to be aware of the kindness and generosity that came from the Jewish community to help my family, and so many families like mine. When I saw Laura’s film, *Refusenik*, it gave me more insight into my story and the broader context around it.” Following the discussion, there was a lively round of Q & A, including from former *refuseniks*; Jewish activists and leaders; and historians in the audience. ✧



Steve Ray & Linda Gach Ray, Dorothy & Peter Katona



Norma Bubar and Stuart & Beverly Denenberg

MAKING LOS ANGELES STRONGER

Honoring Our General Community Grants Recipients

We recently honored dozens of community leaders representing nonprofits that received **General Community Grants** over the past few years. At the beautiful home of our gracious hosts, Foundation Trustee **Marcia Weiner Mankoff** and **Doug Mankoff**, guests were treated to a keynote address, “*The Lessons I Learned From Being a Nonprofit CEO*,” by **Adlai Wertman**, Professor of Social Entrepreneurship, USC Marshall School of Business; and a Foundation Trustee.



Leadership award recipients and representatives from our General Community Grants over several years.

Photo Credit: Kyle Espeleta

In addition to providing vital support to the Jewish community, The Foundation helps strengthen nonprofits in Greater Los Angeles through our annual General Community Grants. These grants address critical needs in the wider LA community and reflect our commitment to *tikkun olam*—repairing the world.

Throughout the past decade, The Foundation has awarded General Community Grants totaling nearly **\$2 million** to numerous impactful programs that focus on high-priority concerns in Los Angeles, including human trafficking, foster youth, sexual and domestic violence, homelessness, and others. Foundation donors distribute millions of dollars in grants each year to nonsectarian causes through the donors’ own charitable funds at The Foundation.

“It’s an incredible opportunity to partner with the Jewish Community Foundation because they provide expertise, knowledge, and support not only to their donors but to the nonprofits themselves. Thank you for investing in the community through The Foundation and in organizational causes like supporting foster youth to achieve their full potential.” — Hellen Hong, Chief Regional Officer, First Place for Youth

To learn more about our General Community Grants and view a video from the event, visit www.jewishfoundationla.org/gcgevent. ✖



Remembering Fay Althausen, z’l

Fay Althausen, our Director of Donor Relations, was a cherished member of The Foundation’s family who worked here for more than 24 years and helped guide a trajectory of significant financial growth and accomplishment. After a 14-month battle with cancer, she passed away this summer. She was 56.

Marvin Schotland, Foundation President & CEO, shared, “Our community has lost one of its most talented and dedicated philanthropic professionals. Fay had a deep commitment to strengthening our community and helping others, and had an enormous passion for Judaism. She is deeply missed by the entire Foundation family.”

Fay is survived by her husband, **Dr. Irwin Weiss**, Professor of Pediatric Critical Medicine at UCLA, and their four children, **Lauren**, **Elie**, **Spencer**, and **Caroline**.

Inspired by Fay’s values and generosity, we have dedicated this year’s annual High Holiday Israel Grants in her memory. They are called, “**Fay Althausen, z’l, High Holiday Israel Grants**.”

These grants are to five Israeli nonprofits that provide holiday meals and sustenance for those in need, including:

- Institute for the Advancement of Education in Jaffa Inc., www.jaffainstitute.org
- American Friends of Latet Humanitarian Aid Inc., www.latet.org.il/en/
- American Friends of Leket Israel, www.leket.org/en/
- American Friends of Yad Eliezer, www.yadeliezer.org
- Yad Ezra V’Shulamit, www.yadezra.net

We invite you to support any of these in Fay’s memory. To do so as a Foundation donor, you can donate through your Donor Services Online account. Anyone can also directly visit any of the websites to make an online donation. As of Rosh Hashanah, more than \$50,000 has been raised.

Thank you for considering this meaningful way to honor Fay’s life. May her memory be an inspiration and a blessing to us all. ✖

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Jewish Los Angeles. In the 13 years since these grants were created, more than **\$19 million** has been distributed to 100 initiatives, enabling them to positively affect the lives of thousands of people in the community.

We are delighted to host special events to deepen donors' understanding of the philanthropic landscape and of nonprofits doing vital work in their respective fields. To that end, we recently sponsored **Art, Music, & Conversation** at the new **Wende Museum**, a discussion with experts on the *refusenik* movement and the Cold War. At the **Your Time to Shine** event, we celebrated our **General Community Grant** recipients and the essential work they do in our city.

In closing, we honor the memory of our devoted colleague **Fay Althausen, z'l**, who served as The Foundation's Director of Donor Relations. Fay worked here for 24 years, and was a cherished employee and a beloved member of the Los Angeles Jewish community. She dedicated her life to helping others and is deeply missed by our Foundation family.

May we always hold our loved ones close in our hearts and continually appreciate all our blessings. ✧

An IRA Charitable Rollover Gift Is a Powerful Philanthropic Resource

If you are 70½ years or older, you can take advantage of this simple way to benefit your favorite charities.

To learn how, please contact **Steve Gamer**, Vice President, Advancement, at 323.762.8714 or sgamer@jewishfoundationla.org.

Opening Doors for Young Professionals

The Foundation hosted a summer networking evening for young professional advisors—attorneys, estate planners, and investment professionals—to meet colleagues; explore business development opportunities; and learn about the Jewish Community Foundation and how philanthropy can help them become better connected in LA. Foundation Trustee **Abby L. T. Feinman**, a partner at Katten Muchin Rosenman LLP, introduced keynote speaker **Matt Toledo**, CEO of ProVisors and former publisher of the *Los Angeles Business Journal*, who shared strategies for building an effective network of colleagues. Guests also heard insights from **Baruch Littman**, VP, Development, at The Foundation; and **Elana Wien**, VP of The Foundation's **Center for Designed Philanthropy**, about how The Foundation can help advisors bring greater meaning and value to their clients' charitable giving. ✧



Dan Rothblatt, EVP; Abby L. T. Feinman, Foundation Trustee; Matt Toledo, CEO, ProVisors; Baruch S. Littman, VP, Development; Elana Wien, VP, Center for Designed Philanthropy at The Foundation; Natella Royzman, Director, Charitable Gift Planning; Steve Gamer, VP, Advancement. Photo Credit: Lew Groner

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