

THE FOUNDATION'S Legacy NEWS

JEWISH COMMUNITY FOUNDATION OF LOS ANGELES

CUTTING EDGE GRANTS AWARD \$1.85 MILLION IN 2015

**10-Year
Total
Exceeds
\$13 Million**



Over the past decade, The Foundation awarded more than \$13 million to 72 transformative initiatives through its Cutting Edge Grants program. Pictured above are a few grant recipients: (L-R) Moishe House, The Jewish Federation's PJ Library program, JQ International, and 30 Years After.

FROM THE
DESK OF **MARVIN I. SCHOTLAND**

PRESIDENT & CEO, JEWISH COMMUNITY FOUNDATION

This year's nine Cutting Edge Grants recipients—profiled in pp. 2-3—are wonderful examples of the creative vision, focus, and tireless energy required to nurture transformational programs into reality. This brings us to 72 programs seeded by The Foundation since our Cutting Edge Grants initiative was first established in 2006, with a total value of more than \$13 million in grants.



Many programs, as a result of our initial funding, are taking root and fostering engagement, inclusion, and continuity throughout LA and beyond. A few examples of Cutting Edge Grant programs and their impact include:

- **Moishe House LA.**

Recently, the *Jewish Journal* published a glowing cover story on Moishe House, which provides a vibrant community of 77 homes offering religious and cultural experiences for millennials around the U.S. and internationally as they transition beyond collegiate life. It was a well-deserved recognition of a wonderful initiative. Proudly, we recognized the promise of Moishe House LA with a Cutting Edge Grant in 2011 that helped establish its LA communities and strengthen its presence locally.

- **Jewish Graduate Student Initiative** developed its *Center for Ethics and Fellowship* in 2014 to introduce future Jewish leaders to the importance of philanthropy and connect them to prominent organizations in the LA Jewish community. In JGSI's first year, graduate students in business, law, and

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\$1.85 Million to Nine Cutting Edge Programs in 2015

The Jewish Community Foundation's 2015 Cutting Edge Grants totaling \$1.85 million were recently awarded to nine innovative new programs serving the LA Jewish community. The focus of this year's awards is on meeting the needs of underserved populations, reenvisioning the roles of synagogues and religious leaders, and embracing technology and art to reach broader audiences (see pp. 2-3).

This year also marks the 10th anniversary of our Cutting Edge Grant awards, giving us the opportunity to reflect on some of the highlights. Cutting Edge Grants are funded through bequests, endowments, administrative fees, and collaborative funding, so all Foundation donors play a role in the success of these programs.

Impact over the Last Decade

JQ International, 30 Years After, Stand With Us ... these are but a handful of notable organizations doing transformative work, and they have something in common: The Foundation believed in their vision early on and provided seed funding through a Cutting Edge Grant, enabling them to grow and thrive. **In the past decade, The Foundation awarded more than \$13 million to 72 transformative programs through its Cutting Edge Grants program, which launched in 2006.**

In 2006, The Foundation decided to fund multiyear grants up to \$250,000 to launch new, high visibility, and groundbreaking programs with the capacity to transform our Jewish community. "Our goal was to help make a bigger difference in the LA Jewish community and to inspire others with creative vision," explained **Marvin I. Schotland**, president and CEO.

Take, for example, **JQ International**—a recipient of two Cutting Edge Grants over the past decade—which advances greater inclusion of LGBTQ Jews. According to **Asher Gellis**, executive director, "With The Foundation's support, JQ International is bringing lifesaving support to LGBTQ Jews, their families, and allies in need. The most vulnerable community members now have the resources, education, programming, and social service referrals that provide a safety net while simultaneously ensuring their unique needs are met holistically, helping them fuse their LGBTQ and Jewish identities."

30 Years After, which seeks to increase Iranian-American Jewish participation in LA civic and Jewish life, received a Cutting Edge Grant in 2008, enabling it to

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CUTTING EDGE GRANTS...

Impact over the Last Decade – Continued from page 1

grow and thrive. As **Sam Yebri**, an attorney and cofounder of the organization tells it, “The Foundation’s support not only blessed 30 Years After with the initial resources to expand and enhance our programming, but it continued to benefit us over time by opening important doors, offering us valuable credibility, and providing critical guidance to ensure the organization’s long-term viability.”

The influence of Cutting Edge Grants is not limited to just LA. As **Roz Rothstein**, CEO of **StandWithUs**, a leading pro-Israel educational and advocacy group, explains, “The Foundation’s Cutting Edge Grant over the past decade has helped us launch Israel advocacy programs locally that ultimately grew into national operations. Our library project, for example, started in LA and has now delivered pro-Israel book collections to over 4,000 libraries across America. And our high school outreach program, which began locally, now influences thousands of students throughout the U.S. and has evolved into a national Israel educational movement for teens.”

These are but three examples of the power, scope, and reach of the 72 Cutting Edge Grants awarded over the past decade. In a changing world, as needs evolve, we look forward to continuing to support important cutting edge programs to help our community thrive. ✧

Looking for Funding Opportunities?

Leverage your own funding by making grants that support these groundbreaking programs! When you support one of our recent or past grant recipients, you are supporting programs that have been rigorously vetted and are doing transformational work in our community.

We’re delighted that the **Max Factor Family Foundation** has decided to support one of our 2015 Cutting Edge Grant recipients, **Chai Lifeline**, for its after-school program, **i-Shine**, with a \$50,000 grant.

To learn more about our 2015 Cutting Edge Grant recipients and other grantees and how you can support them, please contact **Elana Wien** at The Foundation’s **Center for Designed Philanthropy** at (323) 761-8715.

Presenting Our 2015 Cutting Edge Grant Recipients:

BEIT T'SHUVAH

To train clergy and Jewish educators to identify and support those suffering from addiction and on the verge of addiction



Beit T'Shuvah, for the Elaine Breslow Institute for Jewish Clergy and Educators

\$200,000

JEWISH FEDERATION OF LOS ANGELES

To engage congregational rabbis in a fellowship program focused on innovation, development of spiritual communities, and attracting millennial Jews



Jewish Federation of Los Angeles, for Edah— A Rabbinic Fellowship for Our Future

\$160,000

SHALOM INSTITUTE

To create a self-sustaining enterprise that will provide special needs adults with permanent employment



Shalom Institute, for Shemesh Organic Farm Employment Internship Program for Adults with Developmental Disabilities

\$200,000

AWARD \$1.85 MILLION IN 2015

CHAI LIFELINE

To provide a supportive after-school program for school children whose lives have been disrupted by the illness or death of a parent or sibling



Chai Lifeline, for i-Shine

\$200,000

(See additional Max Factor Family Foundation award information on page 2, lower left.)

CUSTOM AND CRAFT

To train LA Jewish community members and nonprofit leaders to create more effective web content and better connect with wider audiences, particularly millennials



Custom And Craft, for Los Angeles Studios

\$200,000

JEWISH LA SPECIAL NEEDS TRUST

To create and administer the first pooled special needs trust in Los Angeles



Jewish Los Angeles Special Needs Trust

\$250,000

SHALOM HARTMAN INSTITUTE OF NORTH AMERICA

To engage the Jewish community in high-level learning and to build bridges across diverse constituencies throughout the LA Jewish community



Shalom Hartman Institute of North America, for Hartman L.A.: Building Jewish Community

\$240,000

TEMPLE EMANUEL OF BEVERLY HILLS

in partnership with Temple Isaiah and Congregation Kol Ami

To create the first Jewish inter-congregational neighborhood-based Village network for participants interested in aging in place



Temple Emanuel of Beverly Hills in partnership with Temple Isaiah and Congregation Kol Ami, for The Synagogue Village: Meeting the Needs of the Jewish Future

\$200,000

THEATRE DYBBUK

To create a new Jewish theater company combining live performance with educational offerings, focused on attracting millennials



Theatre Dybbuk

\$200,000

Highlighting the Power of Philanthropy to Strengthen Community

In 1954, The Foundation was established to build charitable resources for the future of the Los Angeles Jewish community. Today, we are a multifaceted institution managing \$1 billion in assets.

Together with our family of donors, we have supported thousands of programs spanning the full range of philanthropic giving in the Jewish community and beyond. In just the past 25 years, together with our donors, we have awarded over \$1 billion in grants.

For The Foundation's recent 60th anniversary, we launched an ad campaign highlighting the philanthropic achievements of our donors and the wide variety of causes they deeply care about and support. On these pages are selected donor families and a representation of some of their good work.

We express special gratitude to the 57 donor families featured in the 60th anniversary ad campaign and acknowledge our entire family of donors for their passionate philanthropy and commitment to improving our world. It is our privilege to support them in fulfilling their charitable legacies. ✨



Foundation Chair Larry Rauch welcomed the guests and acknowledged the significant philanthropic achievements of Foundation donors.

We thank Foundation trustee **Lisa Greer** and her husband, **Joshua**, for hosting a special evening of tribute in their beautiful home for donors featured in our 60th anniversary ad campaign.

The Foundation's family of donors and a representation of some of their philanthropic achievements:



Janet & Jake Farber

Building a vibrant future for Jewish education in greater Los Angeles



Linda & Lorin Fife

Help found and nurture LimmudLA, connecting Jews of all ages, denominations, and backgrounds through shared learning, culture, and spiritual experiences



Wendy Marantz Levine (c), with Joan & Sidney Marantz

Creating a program that provides beauty grooming services and dignity to chronically ill children and adults

Natalie & Jonathan Gerber



Glynis & Selwyn Gerber

Supporting initiatives strengthening Jewish identity and building bridges within the varied tapestry of Jewish life

“Our donors are passionate about making a difference in the world through philanthropy—each in their own unique way. They are an inspiring reminder of how we can each have a positive and lasting impact on the world around us.”

— Marvin I. Schotland, The Foundation's President & CEO

Celebrating 60 Years
of
helping people
Design Philanthropy.

Project 17



Develop a medical research initiative at Cedars-Sinai to cure chronic intestinal conditions like Crohn's disease and ulcerative colitis

The Greer family, working with The Foundation in 2011

What will you design?



www.jewishfoundationla.org



(L-R) Foundation Chair Larry Rauch, Foundation Marketing Committee Chair Cliff Einstein, Mandy Einstein, and Foundation President & CEO Marvin Schotland.

Our special thanks to **Cliff Einstein**, founding chairman of **Dailey Advertising** and chair of The Foundation's Marketing Committee, for his creative talents in developing the 60th anniversary ad campaign that appeared in a variety of publications throughout 2014.

To acknowledge The Foundation's 60th anniversary, ads highlighting the philanthropic achievements of our donors were published in a variety of publications.



Arline & Dudley Pepp
Providing vital funding for Birthright Israel, enabling thousands of young adults to visit Israel



Lawrence & Joyce Powell
Providing support for job training, mentoring, and career guidance



Cathleen & Scott Richland
Nurturing and sustaining arts and athletics in local public schools and supporting California institutions of higher education



Tom & Sondra Rykoff
Providing vital support for research and education in plant sciences in Israel



Janet Salter
Supporting arts and culture initiatives in Beverly Hills



Annette Shapiro (c) with Steven & Ilyse Teller
Helping create Beit T'Shuvah, a residential treatment center assisting people to recover from addictions through psychotherapy and Judaism



Richard & Marcia Schulman
Creating scholarship programs enabling underprivileged children to attend Jewish summer camp



Terri & Michael Smooke
Supporting arts and culture in Los Angeles



Farrah & Mark Weinstein
Providing hundreds of needy children with the opportunity to attend Jewish summer camp



Cathy Siegel Weiss & Ken Weiss
Helping sustain the vital work of Children's Hospital Los Angeles



Marilyn Ziering
Creating a challenge grant to protect the environment

60+
Years
of Gifts
That Matter

MEET DAVID CARROLL

Senior Vice President of Finance & Administration/CFO

David Carroll recently joined The Foundation as the new senior vice president of finance and administration and chief financial officer. He brings with him a diverse background in finance and operations roles across the nonprofit sector, including direct community foundation experience.

David joins The Foundation after most recently serving as CFO at **Playworks**, a national nonprofit with a \$30 million annual operating budget and 23 regional offices that supports learning and physical health through safe and inclusive play in urban schools. Earlier, he served as chief financial officer and chief operating officer for the **Community Foundation of Sonoma County**, where he led the financial planning and budgeting functions and staffed an investment committee with oversight of approximately \$100 million in assets.

David possesses a broad, deep understanding of policy and research in the public and nonprofit sectors. With The Foundation's continued growth, David brings important skill sets to lead our finance and investment functions.



From: Baytown, TX

Education:

- Masters in Public Policy, UC, Berkeley
- Accounting Certificate, UC, Berkeley
- BS, Molecular Biology, MIT

Former positions:

- CFO, Playworks
- CFO/COO, Community Foundation Sonoma County
- Director of Finance and Operations, California Association of Food Banks
- Research Director, California Budget Project

Photo Credit: Lew Groner

Q&A:

You have an extensive career in the nonprofit world. How did that begin?

After college, I worked for Witness for Peace, a grassroots human rights organization, to help support a resolution to the 36-year civil conflict in Guatemala. We brought delegations from the U.S. to help educate and encourage them to get engaged in the resolution process. After five years, I moved to California where I continued human rights work for Guatemala and attended a graduate program in public policy at UC Berkeley. This early experience laid the groundwork for a career serving a variety of nonprofits that aim to improve the well-being of people and communities.

What are your goals for The Foundation?

My predecessor, Michael Januzik, expertly supported The Foundation's growth in many ways. The philanthropic services and tools currently offered to donors are impressive—including investment options like the Strategic Return Fund, Separately Managed Accounts, and Fidelity Mutual Fund accounts. I worked on establishing investment options like these when I worked at the Community Foundation Sonoma County, and to have these in place already is exciting. I look forward to supporting the work of our Investment Committee to ensure we continue to be excellent stewards of The Foundation's assets now and into the future. Also, I will continually explore how to enable more effective giving and help donors fulfill their philanthropic goals. As technology constantly offers ways to improve, I plan to enhance business processes and practices to maximize efficiencies.

What are your impressions of The Foundation so far?

It's a terrific place with a clear mission and with leadership and staff that value quality, service, and professionalism. I'm especially impressed by the vision and innovative thinking here. This is The Foundation's 10th year of awarding Cutting Edge Grants that fund forward-thinking programs in the Jewish community over multiple years. That makes a strong statement about The Foundation's commitment to the LA Jewish community. I'm delighted to be a part of this team, working to help shape Jewish philanthropy in Los Angeles and beyond.

What matters most to you?

Integrity. Excellence. Respect. Relationships. At the end of the day, how we treat others and how our work serves the people around us, is what it's all about. ✨

Engaging the Next Generation in Philanthropy

The Foundation's **Center for Designed Philanthropy** recently hosted a special event with speaker **Sharna Goldseker**, executive director of **21/64**, a New York-based nonprofit specializing in next generation and multigenerational engagement in philanthropy. Moderated by **Elana Wien**, director of the Center for Designed Philanthropy, the evening addressed what drives each generation's world view and how to increase communication and understanding between the generations within families.



(L) Elana Wien, Director of The Foundation's Center for Designed Philanthropy, and (R) Sharna Goldseker, Executive Director of 21/64

Learn more about the Center for Designed Philanthropy at www.jewishfoundationla.org/center.

DONOR PROFILE

Joyce & Lawrence Powell

Few have influenced community life in Los Angeles as powerfully as have **Joyce and Lawrence (Lawrie) Powell**. This “on-the-go” duo has provided decades of generous support and lay leadership that have helped to significantly strengthen health care, human services, and Jewish life across our city. As they approach their 68th wedding anniversary, we reflect on the impact that their many years of philanthropy and involvement continue to have on the community.

A Classic Courtship

Both Joyce and Lawrie were youngsters when their families moved from Chicago to Los Angeles in the 1930s. They first met at a friend’s wedding where they shared a dance. Two years later, they met again at a New Year’s Eve party and started dating, eventually marrying in 1949, after Lawrie had returned home from serving in the US Navy as an engineer for several years in the South Pacific.

Lawrie graduated from UCLA and ultimately opened a furniture manufacturing business, **Powell Furniture Importing Co.**, which he operated for 30 years. The Powells’ son **Rick**, married to **Debbie Jaffe Powell**, worked in the business until it was sold in 1999. Their daughters **Nancy** and **Linda**, married to **Mike Eisenstadt** and **Larry Bloomenfeld**, respectively, round out the family, along with six grandchildren—**Jamie, Brett, Jeremy, Ashley, Bryan, and Tori**.

A Tradition of Giving

Lawrie learned about community involvement from his mother. “During the war, my mother volunteered at the LA blood bank,” said Lawrie. “She was also very active with many organizations, including **National Council of Jewish Women** and **Jewish Family Service (JFSLA)**. Joyce and I have tried to set this same example for our children.” Joyce continues, “For me, it started when I was in my 30s and volunteered at Jewish Family Service. I was trained to work with clients in need and took classes at USC to further my skills. I also served on the JFSLA Board. Our kids really saw and understood our commitment to the community.”

A Longtime Foundation Relationship

The Powells’ involvement with The Foundation stretches back decades and includes the **Powell Family Donor Advised Fund** and the **Joyce and Lawrence Powell Family Foundation** at the Jewish Community Foundation. Over the past 20 years, Joyce has served on The Foundation’s Board of Trustees, Advisory Board, and numerous committees.

Rick, Nancy, and Linda join their parents and The Foundation’s staff on a regular basis to determine how to direct their family’s charitable giving in the most effective manner. Joyce explains, “The Foundation is there to help if we need it, and we enjoy the convenience and the 24/7 online access to our charitable fund information.” Lawrie adds, “The Foundation handles its investments very wisely. Our charitable



funds are in very capable hands. It is quite amazing how The Foundation continues to grow assets for the community.”

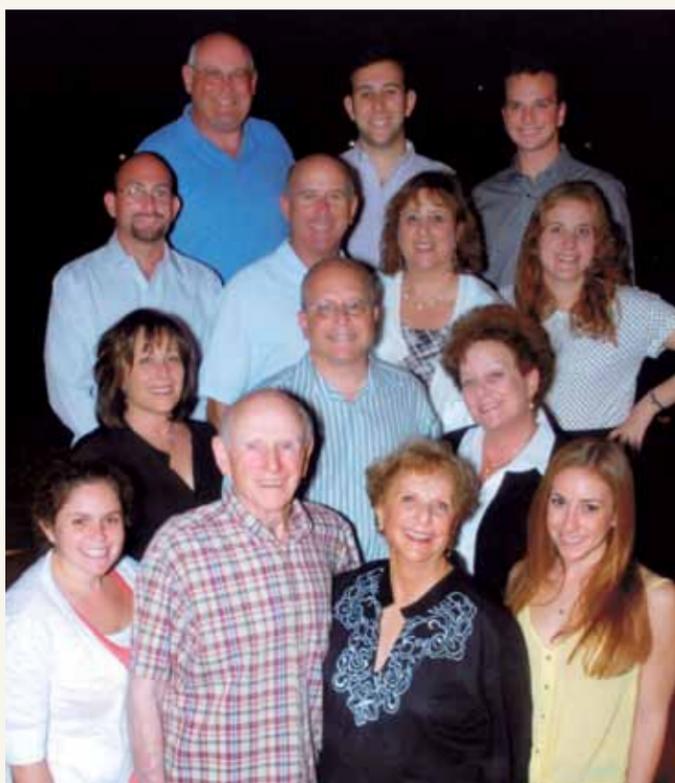
Making a Difference, Together as a Family

The Powells have been integrally involved with many LA institutions and organizations. Some causes close to their hearts include **The Jewish Federation**; **Jewish Family Service**; **Jewish Vocational Service**, where their daughter-in-law Debbie helped start the **Women’s Leadership Network**; and **Our House**, where daughter **Nancy Eisenstadt** serves on the board. Since the early days of **Cedars-Sinai Medical Center**, the Powells have been key supporters. Lawrie and Rick are past chairs of the Board of Governors, and Joyce and Nancy are members of the Board of Governors. Recently, the hospital’s **Helping Hand of Los Angeles** honored the Powell women for their long-term dedication to the community.

In the synagogue world, their daughter Linda was president of **Congregation Beth Israel Sisterhood** in Houston prior to returning to LA. Joyce and Lawrie are among the longest-standing members of **Wilshire Boulevard Temple**, and Rick is the synagogue’s new president—another proud Powell legacy!

“Very close to our hearts are our accomplishments with the **Concern Foundation**,” says Lawrie, referring to the organization he and Joyce started with 13 other couples in 1968 to fund cancer research after a friend was diagnosed with the disease. Lawrie and Rick are past presidents, and Nancy serves as its current president. To date, it has raised \$57 million for cancer research. Adds Joyce, “Every year, our kids and grandkids and the whole community participate in the annual fundraising block party.”

The Powells have every intention of staying as active in the community as they always have, for as long as they’re able. As Joyce states, “We love the community, and it’s wonderful to know that as a family, we can make a difference together.” ✦



The Powell family

“It’s remarkable how Joyce and Lawrie’s children have become community leaders and philanthropists in their own right, following the shining example of their parents.”

— Marvin I. Schotland, The Foundation’s president & CEO

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medicine heard from business and nonprofit leaders on topics related to Jewish ethics and completed community service projects. JGSI plans to expand the fellowship opportunity to engage a greater number of schools and students in the coming year.

- In 2013, we awarded a grant to **Creative Community for Peace** to mobilize Hollywood music executives and artists to counter the cultural boycott against Israel through educational salons, briefings, and media campaigns. In the past year alone, it held 49 one-on-one meetings with executives; supported numerous artists receiving high levels of BDS pressure in keeping their concert dates; and developed the Statement of Peace and Justice, which garnered more than 300 signatures from Hollywood insiders. Its website visits increased by 75,000.

In a May graduation commencement address at the **Hebrew Union College-Jewish Institute of Religion, Richard Siegel**, the now-retired director of its **Zelikow School of Nonprofit Management**, said: "Locally, the Jewish Community Foundation has, for some time already, been providing significant Cutting Edge Grants ... some to start-ups and some to established organizations ... but all of them designed to push innovation in the LA Jewish community."

That's a most fitting capstone to our Cutting Edge Grants' first decade and, as the millennials would say, quite a "shout-out." ✨

Legend or Legacy: Which Will You Leave Behind?

The Foundation recently hosted a luncheon talk at the Paley Center for Media featuring **Andrew Thorn, PhD**, author of the book, *Leading with Your Legacy in Mind*. Dr. Thorn spoke about transforming personal and professional passion into purpose and ambition into meaning. According to **Baruch Littman**, The Foundation's vice president of development, "Dr. Thorn has a dynamic viewpoint on living life according to what you'd like your legacy to be. His perspective directly intersects with our work in helping donors build meaningful philanthropic strategies."



(L-R) The Foundation's Baruch Littman, VP, Development; Marvin Schotland, President & CEO; Author Andrew Thorn; and Dan Rothblatt, Senior VP, Philanthropic Services.

Photo Credit: Howard Pasamanick Photography

THE FOUNDATION'S Legacy NEWS

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