For the things that matter most...

In those moments we need them most.
FIGHTING AN INVISIBLE ENEMY.

As we concluded 2019, no one could have predicted our entire lives would change in only a few short months, and yet here we are. The world has shifted beneath our feet, and we confront the ravaging effects of a once-in-a-century pandemic, the resulting economic downturn, enormous unemployment, and civil unrest.

Two things have not changed amid this tumult: the constancy of The Foundation and the generosity of our donors, which remain unwavering. We and our donors have nimbly adapted to meet vast needs locally and elsewhere. Likewise, this annual report has adapted to reflect a hybrid time period. The financial report on pages 12–14 covers the year ending 12/31/19, whereas the editorial content features selected Foundation donors who responded in 2020 to enormous pandemic-related challenges. We hope you find these stories—representative of many more Foundation donors—meaningful and inspiring.
LETTER TO THE COMMUNITY

Although 2019 was a very successful year for The Foundation during which we achieved several financial milestones (see highlights on opposite page), the pandemic dramatically altered our operations and focus in 2020. As a result, we committed the entirety of our 2020 institutional grantmaking – $8.5 million, the largest amount ever directed to a single cause – to establish our COVID-19 Response Grants. Of this amount, $2.5 million was directed over the summer to 22 nonprofits throughout Los Angeles to address food, financial and housing insecurity, and to ensure access to health care for those in need. The balance will support the sustainability of Jewish nonprofits locally and in Israel hurt by COVID-19 and will begin being awarded later this year. Since creating our COVID-19 Response Hub to inform donors how to help, they have generously recommended an additional $5.4 million in grants for pandemic relief, bringing to nearly $14 million the total committed to date by The Foundation and our donors.

Similarly, we are deeply moved by the tireless and innovative work of the many nonprofits The Foundation supports as they have pivoted and adapted to continue serving their populations even in the face of their own funding constraints and other challenges. They have our utmost admiration and respect.

Our sustained ability to serve communities in the times it matters most underscores precisely why The Foundation was conceived in 1954. These troubling times present a critical moment to help the afflicted, alleviate human suffering, and heal the world. While 2019 seems like a lifetime ago, the most recent year was a record one for us, as core metrics such as total assets and grants distributed reached all-time highs. It puts in perspective how the support we are providing our communities in 2020 is possible only because of the resources The Foundation has built during the past 65 years.

Gratitude – be it for health, good fortune, or life’s easily overlooked small pleasures – has recently taken on new and profoundly deeper meaning. Trying times such as these are challenges we will overcome…together. But they bring into sharp relief what’s truly important – The Things That Matter Most, a fitting theme for this year’s annual report that features donors expressing these values through their philanthropy. We are grateful to them and to all our donors and stakeholders who enable The Foundation’s vital work.

Sincerely,

Marvin I. Schotland
President & Chief Executive Officer

William R. Feiler
Chair, Board of Trustees
RABBI ELLIOT DORFF
& JEWISH FAMILY SERVICE
AND AMERICAN JEWISH UNIVERSITY

Rabbi Elliot Dorff is a renowned Jewish scholar, medical ethicist, and beloved community leader respected worldwide. He has drafted important pandemic-related responsa—Jewish legal opinions—for Conservative Judaism on issues like how to conduct a proper Jewish wedding, burial, and circumcision today and counsels doctors on triage and removing life support systems from a dying patient when medical resources may be limited.

His advice today? “We need to stay connected with our family, friends, and communities and tell them now more than ever that we love them.”

Rabbi Dorff and his wife, Marlynn, have increased their giving, especially for the vital programming of Jewish Family Service (where Rabbi Dorff previously served as president) and American Jewish University’s B’Yachad Together online educational initiative, keeping more than 50,000 worldwide participants connected.

“By donating appreciated stock to our fund, we can give much more tzedakah because we’re using pre-tax dollars. We feel great that once we have transferred stock to The Foundation, our charitable resources have already been set aside, so we need not dig into our pockets now to give. We simply decide which causes to support today.”
The Max Factor Family Foundation has long turned to the Jewish Community Foundation for guidance in effective grantmaking. Every year, this private family foundation distributes grants focused on youth, seniors, education, health care, the environment, Jewish causes, and Israel. When the pandemic hit, the family knew it quickly needed to adjust.

“We unanimously decided to do more and do it now,” explains David Factor, who serves as a Factor Foundation trustee. Recipients identified for special, immediate, unsolicited grants by the trustees include Jewish Free Loan Association, Mayor’s Fund for Los Angeles, St. Vincent Meals on Wheels, UCLA Foundation’s first responders’ fund, and World Central Kitchen. Additionally, the Factor Foundation’s annual gift to the Jewish Federation was earmarked for its pandemic relief and delivered six months early.

This urgency was echoed at a Zoom meeting attended by a multigenerational group of family members. “Together as a family we reviewed our traditional grantees through a COVID-19 lens, prioritized those directly responding to or affected by the pandemic, and streamlined the decision-making process to accelerate our grant awards.”

“We take our responsibility to the Jewish and broader community very seriously and feel blessed to be able to assist now. Fortunately, the Jewish Community Foundation helps guide us in this responsibility. Its deep understanding of the nonprofit landscape is an incredible asset.”
For Mindy Freedman, community is crucial, especially now. “The more we can create community through this crisis, the more we can come together to make a difference,” says The Foundation Board of Trustees member and founder of the SAM Initiative, a giving circle that pools its financial resources and expertise to drive social change and promote nonprofit sustainability. Mindy recognizes that COVID-19 has caused such vast and urgent human need that it’s difficult to know how and where to help. She understands that’s why The Foundation and its role in the community is so important in helping people determine where they can make the most meaningful difference in addressing the most urgent needs. “Nonprofits are capable of innovating and rising to the occasion,” Mindy notes.

Homeboy Industries, a gang rehabilitation and reentry program supported by both the SAM Initiative and The Foundation, is a perfect example. Homeboy created a new social enterprise called Feed HOPE that redirects resources from a program that can no longer deliver in-person service due to the pandemic to one that provides meals to those in need during this difficult time. SAM recognized the responsive shift that Homeboy made and galvanized support and funding.
A psychoanalyst in private practice, Arnold L. Gilberg, MD, PhD, has the longest continuing attending staff privileges at Cedars-Sinai Medical Center. For nearly 60 years he has been a practitioner, teacher, and past clinical chief of psychiatry. Dr. Gilberg is a distinguished life fellow of the American Psychiatric Association, a former member of the Medical Board of California for LA County, and associate clinical professor of Psychiatry at UCLA (honorary). He is a longtime active contributor to both Jewish and secular communities.

Dr. Gilberg recently endowed a popular annual lecture in wellness at Cedars-Sinai. “I felt my gift of the annual wellness conference would be important for the physicians and entire staff at the medical center,” he explains. The conference centers on the importance of wellness for physicians and other medical personnel, integrating holistic approaches. And now with COVID-19, it’s especially vital for first responders at all levels—from physicians to technicians to food servers—to address their own physical and mental health.

As Dr. Gilberg reflects on his charitable giving, he understands, “Those of us who live fortunate lives should be especially grateful at this time.” He turns to The Foundation for guidance with his philanthropy because it has helped him learn about organizations in the community in need of support. He is grateful for this personal connection. “The Foundation has enabled me to fulfill a need to give back and be part of the Jewish community.”
In 2016, Foundation donor Marcie Polier Swartz created Village for Vets to fill critical gaps in service for homeless and at-risk veterans in Los Angeles. The organization responded to a critical community need by providing meals at a VA safe shelter and emergency financial assistance to at-risk veterans experiencing extreme financial hardship during the COVID-19 pandemic. Marcie credits The Foundation for helping lift the nonprofit “to the next level” by creating networking opportunities that led to new sources of support. “Whenever we hit a wall or I’m just really stuck, I reach out to The Foundation,” she says. “Its depth of knowledge and relationships throughout the Los Angeles nonprofit world are so vast. It helps me think through how to—and whom to—contact to help us succeed.”

Marcie understands that The Foundation provides a place not only for her, but also for her entire family, to create a philanthropic legacy. “I know that my two children and their families will continue my relationship with the Jewish Community Foundation,” she notes. She established a Donor Advised Fund because “I wanted my children to get involved with philanthropy, and I’m hoping that the legacy will really be for them. It’s important that this happens through The Foundation.”
Rabbi Daniel Bouskila directs the Sephardic Educational Center (SEC), headquartered in Jerusalem with executive offices in Los Angeles. Before the pandemic, plans were well underway in Israel to build a museum telling the Sephardic story of the Old City of Jerusalem, and he was traveling there frequently to oversee the project and teach Sephardic studies classes. Today, planning meetings and his teaching have shifted online.

He is also the spiritual leader of Westwood Village Synagogue (WVS), a community that primarily met for Shabbat worship. Although they do have a daily minyan (prayer services) on Zoom today, WVS has shifted to being mainly rooted in online study covering a wide variety of topics.

Rabbi Bouskila laments that it’s not the same as learning in person, but he discovered a silver lining with all of his teaching for SEC and WVS, reaching hundreds more people by creating a virtually connected community deeply interested in Jewish learning. “My main work during COVID-19 is keeping people together and giving them a sense that they are not alone,” he notes.

Beyond his communal responsibilities, Rabbi Bouskila focuses his personal tzedakah on families in need in Los Angeles and Israel, now more vital than ever due to the pandemic. Through his Foundation fund, he supports causes helping families that lost income, providing food and medical supplies to the elderly, and distributing computers to impoverished kids in Israel. “Having a fund at The Foundation is a privilege, as I am able to help people in need,” explains Rabbi Bouskila.
When the pandemic hit, The Foundation invited the Mickey and Irene Ross Endowment to help support its COVID-19 Response Grants initiative. Mads Bjerre, a business manager who participates in the endowment’s grantmaking, knew immediately that it would fulfill Mickey and Irene’s, z”l, passion to support LA’s neediest citizens. Mads had worked with Mickey—a successful television comedy producer—for many years and helped him establish the endowment.

“Every day I hear stories of the suffering people are enduring,” says Mads. “So when I first heard about The Foundation’s COVID-19 Response Grants concept, I thought it was an excellent idea and that the Ross Endowment should enthusiastically support it. Especially because the virus is causing so much pain among the most vulnerable populations, I know that Mickey would have been so proud and grateful to contribute to the success of The Foundation’s initiative.”

Now in his upper 80s, Mads feels fortunate to have been spared by the many catastrophes that occurred during his lifetime. “My good fortune in life has taught me that we all need to step up and do whatever we can to take care of the people who are directly harmed by this.”
Daniella Kahen & The Light House and Bayit.LA

A while ago, Daniella Kahen and friends decided to change the world for the better. They opened a charitable fund at The Foundation to support Jewish continuity, including educational programming, pre-marriage counseling, and parenting training to help young Persian Jews flourish. Named the Yad Alliance Fund, it’s in memory of Daniella’s late father-in-law because in Farsi, Yad means “remember.”

“Having tzedakah already set aside in our charitable fund was a blessing when the pandemic hit,” says Daniella. “We have a source of funds readily available to help others in pain today. It is so empowering.” Daniella and her colleagues decided to focus their funding primarily on two organizations, pivoting due to the pandemic. The Light House brings together young Jewish professionals for educational programming and spiritual enrichment. Today, it conducts Zoom distance programming to help deepen its audience’s Judaism and cope with pandemic stress. Bayit.LA offers marriage-minded singles guidance on building strong families and uses newly produced online videos to reach its audience remotely. The Yad Alliance Fund has helped both organizations adapt to the current reality and stay relevant.

“Like everyone, I feel so isolated with such limited connection to school, synagogue, and family. That’s why being more connected to philanthropy and to The Foundation now has been so meaningful.”

Daniella Kahen & The Light House and Bayit.LA
Total assets amounted to $1.3 billion in 2019.

- **Donor Advised Funds** constitute the largest pool, representing more than 50% of all assets. This popular charitable tool requires a $5,000 minimum gift to begin.

- **Endowment Funds** provide ongoing support to donors’ favorite causes, a specific field of interest, or The Foundation’s community grants and require a minimum of $25,000 to get started.

- **Family Support Organizations** create a permanent legacy of family philanthropy, carried forward between generations, and require a minimum of $2.5 million to start.

- **Agency Funds** Nonprofit agencies often rely on The Foundation to manage their endowments and reserve funds.
Nearly half of all Foundation grants supported Human Services.

Jewish causes remain the core focus of Foundation grantmaking.

Three areas of support constitute nearly two-thirds of all donor grantmaking: Education, Human Services, and Religious Life.

Donors recommended nearly half of all grants to the Jewish community locally and nationally, almost one-third to the community at large, and one-quarter to Israel.

*Foundation Grants in 2019: Cutting Edge • General Community • Next Stage • Other Endowment Grants
## CONSOLIDATED FINANCIAL STATEMENTS

### Statement of Financial Position

<table>
<thead>
<tr>
<th>Assets</th>
<th>12/31/2019</th>
<th>12/31/2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and investments</td>
<td>$1,327,204,000</td>
<td>$1,174,567,000</td>
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<tr>
<td>Other assets</td>
<td>11,973,000</td>
<td>12,038,000</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td><strong>$1,339,177,000</strong></td>
<td><strong>$1,186,605,000</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities and Net Assets</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Liabilities</td>
<td>$246,914,000</td>
<td>$216,862,000</td>
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<tr>
<td>Net assets</td>
<td>1,092,263,000</td>
<td>969,743,000</td>
</tr>
<tr>
<td><strong>Total liabilities and net assets</strong></td>
<td><strong>$1,339,177,000</strong></td>
<td><strong>$1,186,605,000</strong></td>
</tr>
</tbody>
</table>

### Statement of Activities

<table>
<thead>
<tr>
<th>Revenue</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$108,352,000</td>
<td>$105,730,000</td>
</tr>
<tr>
<td>Other revenue</td>
<td>155,111,000</td>
<td>(28,340,000)</td>
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<tr>
<td><strong>Total revenue</strong></td>
<td><strong>263,463,000</strong></td>
<td><strong>77,390,000</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th></th>
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<tr>
<td>Grants</td>
<td>132,670,000</td>
<td>113,043,000</td>
</tr>
<tr>
<td>Other expenses</td>
<td>8,273,000</td>
<td>8,663,000</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td><strong>140,943,000</strong></td>
<td><strong>121,706,000</strong></td>
</tr>
</tbody>
</table>

| Change in net assets         | 122,520,000                 | (44,316,000)                |
| Net assets at beginning of year | 969,743,000              | 1,014,059,000               |
| **Net assets at end of year** | **$1,092,263,000**          | **$969,743,000**            |

The Foundation is committed to being a faithful and efficient steward of assets on behalf of its many donors.

The Foundation and its Board of Trustees work with an independent auditor, Moss Adams LLP, to ensure that management provides accurate and reliable financial information. The summarized financial reports above are unaudited and based on the 2019 audited financial statements, which can be found at [www.jewishfoundationla.org/financials](http://www.jewishfoundationla.org/financials).

In 2019, The Foundation’s operating expenses were approximately 0.6% of total assets, substantially lower than that of many community foundations. The Foundation has operated at or under budget every year for more than two decades, allowing it to invest additional dollars into the community.

Learn more about The Foundation at [www.jewishfoundationla.org](http://www.jewishfoundationla.org)
A LEGACY IS ONLY AS GOOD AS WHO YOU TRUST TO WATCH OVER IT

We gratefully recognize the nearly 350 families listed on the next two pages who had the foresight and commitment to help build the future by creating endowments at The Foundation over 66 years. We celebrate their legacy, for this generation and generations to come, and we thank them for enabling The Foundation to grow to $1.3 billion of charitable assets.

To learn more about the power of endowments and how The Foundation ensures that its donors’ legacies are fulfilled, please contact The Foundation’s Development Department at 323.761.8704 or development@jewishfoundationla.org.
Anonymous
Dr. Herbert B. & Freda Alexander
M. Allenberg
Jacob J. & Fayga Alpert
Bobbi Asimow Memorial
Ben & Sarah Baran
Max & Anna Baran
Milton Baran
Ralph & Janice Baxter
Ada M. Bay
Elly Bayer Family
Harriet Beck
Esther & Ralph Bedrock
Theresa Bell
Dr. Benjamin M. Bendat
Irving & Jeannette Benveniste
J.B. Berland
Ben Berman & Shirley Rogers Berman
Beth Chayim Chadashim
Julius & Rose Bisno
BJE Ulpan
Stanley H. Black
Eric & Paula Bloom
Drew Andrew Blumberg
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Jacqueline Briskin
Samuel J. Briskin
Frances Brody
Caron Broidy
Alvin Bronstein
Carolyn & Gerald Bronstein
Anne Elaine Brown
Charles Brown
Lynette Brown
Earl and Norma Bubar Family
Irwin Buchalter
Stuart Buchalter Memorial
George Burns
Dr. Maxwell S. & Betty C. Cagan
Carlan Family
Daniella Shaina Lee Casper
Chabad Jewish Community Center
Colette Chanel
Abram & Sylvia Chasens
Chaverim Fund For Jewish Disabled
Rose Chorna
Rabbi Bernard & Ethel Cohen
Max Cohen
Roselyn Cohen
Jacob & Zlata Colloff
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Lisa Anne Corwin
Allan B. Cutrow
Cutrow Family
Czuker Family
Lissi E. Danielius
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Constance & Sydney Dunitz
Edmond Family
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Barbara & Robert Ellison
Louie Ember
Randy Entin Memorial
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Milton & Olga Farbstein
Mimi Alpert Feldman
Dorothy Fenmore
Julia Fischer
Ida Fleischer
David & Rena Fox
Howard & Evelyn Fox
Rose Freeman
Mac & Belle Friedman
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Josephine Gang
Martin Gang
Gang, Tyre, Ramer & Brown
Martin Gaynor
Jerry Gerard
Sol & Ruth Gerber
Bessie Gillis
Isadore & Mildred Ginsberg
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Harry Gittelsohn
Marcus Glaser
Morris & Sally Gluck
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Murray & Mildred Goldberg
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Roslyn Goldstine
William & Alfreda E. Goldwyn
Regina R. Golomb
Julius Goodman
Samuel Gordon
Lena Gorelick
Jeanne B. Goren
Osiass & Dorothy Goren
Fay Bettye Green
Ike & Peggy Greenberg
Arthur Groman
Herman Gronauer
Sam & Bessie Gutlin
Emma Haarmann
Marilyn & Monty Hall
Elirose Heather Holpern
D. Handler
Edith & Joseph Harris
Fannie Hartman
Irwin Held
Larry Held
Masha S. Henley
Stephen Herr
Linda Hess
Dr. Arnie & Fern Heyman
Walter Hillborn
Herbert Hill
Leo & Pauline Hirsh
Benjamin Horowitz
Ely Jacobs
Leo Jacobs
Jewish Big Brothers Camp Max Straus Fund
Jewish Community Foundation Scholarship Fund
JFS Family Violence Project Fund
Stella F. Joseph
Daniel Kalish
Sue M. Kaplan
Rose Karol
Jack Karp
Myrtle A. Karp
Maurice J. & Fay B. Karpf
Alan Kassin Memorial
Helen Miller Katz Memorial
Joan & Richard Katz Family
Sidney & Helen Katz
Stanley F. Katz
David B. Katzin
Sidney Kaufman
R. Raymond & Edith N. Kay
Sandra Kaye
Ely Keepenberg
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Berton M. & Barbara R. Kirshner
Sally Kirshner
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Gertrude Klein
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Burnell & Esther Koolish
Koreh L.A. Fund
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Simha & Sara Lainer
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Dahlia Lebovitz
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Cyril Lewin
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Rudy Lugo
Gerald & Gloria Lushing
Ronald Lushing
Bertha Lustig
Erwin Lustig
John Lustig
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Artur and Phyllis R. Mager
Magidson Family
Milton & Deborah Malkin
Phyllis Marell
Morris D. Margolis
Sir Simon Marks
Ronald J. and Steven M. Marsh
Susan Matisinson & Robert S. De Leon
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Pan & Herb Meadow
Mark M. Meltzer
Edward & Marie Menashe
Rosalie I. Mendel
Charles & Dora Mesnick
Andrew Z. Meyer
Lila Meyers
M.J. Meyers & H. Gladwin Memorial
Simon Milberg
Anita P. Miller
Samuel & Pauline Miller
Harry & Saree Milstein
Anna Mitchell
Max Mitchell
Rae Mitchell Memorial
Brandi Joy Mitock
Freda Mohr
Jerry & Joy Monkash/
Michael & Jodie Rachmil Family
Al & Eve Monson
Sadie Verschleiser Musof
Julius & Estelle Nadler
Margaret Nathan
Linda Nathanson
Freda & Arthur Natter
Jeffrey Arnold Nerenstein
Tibor & Erika Neumann
Esther & Stephen Newmark
Hedy Z"l & Ted Z"l
Orden Maimonides Scholarship
Hedy Z"l & Ted Z"l
Orden Shalhevet Scholarship
Hedy Z"l & Ted Z"l
Orden Yula Boys Scholarship
Hedy Z"l & Ted Z"l
Orden Yula Girls Scholarship
Ted Orden Memorial
Marjorie F. Oswald
Abner Parker
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Jerome & Faith Pearlman
Jacqueline Pearlson
Irene Perer
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Abraham I. Perl
Marianne and Gerhard Pinkus
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Joyce R. Powell
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Max Rauch
Herbert Reff
Isidor Reinhard
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Nathan Seltzer
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Arthur & Bernice Shapiro
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Jayne Shapiro Family
Meyer & Rhoda Shapiro
Esther Sherberg
Schermer Family
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Sidney Skolnik
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Sidney & Marcia Spiegel
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Arleen Rose Steiner and
Allen Edward Steiner
Steinberg Family
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Peter & Joan Stone
Nathan Straus
Helen Strosberg
The Sweetie Endowment
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Irving Thalberg, Jr.
Sarah Tolchinsky
Ellwood Ullman
USC Lecture Fund
Volpert Family
Sam Wachbrit
Steven Wallace
Florence Wayne
Abe & Ethel Weinberg
Ernest Weissberg
Theodore & Goldie Weissstein
David Weisz
Sylvia Weisz
Elyane & Walter Wentz
Manuel & Barbara Wertheimer
Fannie P. Wienir
Daniel Wiggins
Billy Wilder
Ethel H. Wilk
A. Charles & Betty S. Wilson
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Millie Zone
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  General Ledger Accountant
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  Office Manager
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  Foundation Secretary

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  Program Officer
- **Sara Hahn**
  Program Officer

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  Marketing & Communications Manager
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  Marketing & Communications Specialist
- **Lily Reiner**
  Marketing & Communications Specialist

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