For the things that matter most...





**™FOUNDX**TION

JEWISH COMMUNITY FOUNDATION LOS ANGELES

#### **2019 HIGHLIGHTS**

A RECORD \$1.3 BILLION IN TOTAL ASSETS

A RECORD \$129 MILLION IN GRANTS DISTRIBUTED

\$108 MILLION IN DONOR GIFTS TO THE FOUNDATION

84 NEW CHARITABLE FUNDS ESTABLISHED

# 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.



## 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."





# DAVID FACTOR ON BEHALF OF THE MAX FACTOR FAMILY FOUNDATION

### & ST. VINCENT MEALS ON WHEELS

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."







# **MINDY FREEDMAN**& HOMEBOY INDUSTRIES

"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."



MARCIE POLIER SWARTZ

& VILLAGE FOR VETS

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

& SEPHARDIC EDUCATIONAL CENTER

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.





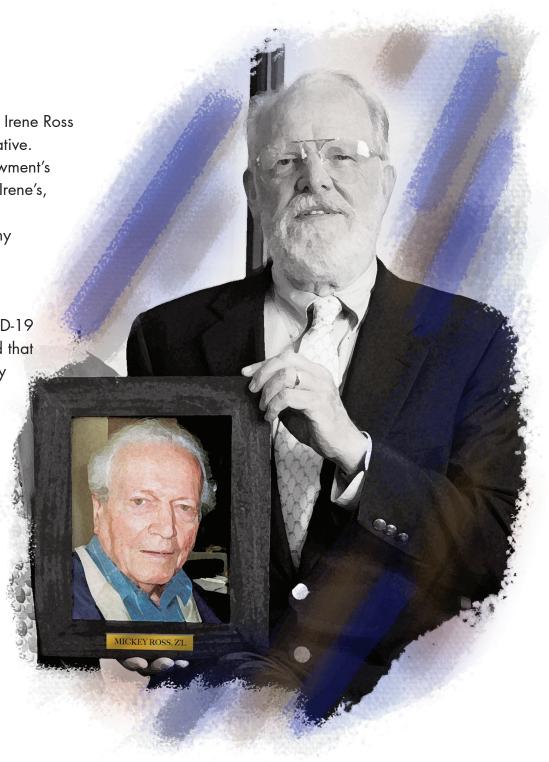
## **MADS BJERRE**& THE ROSS ENDOWMENT

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."

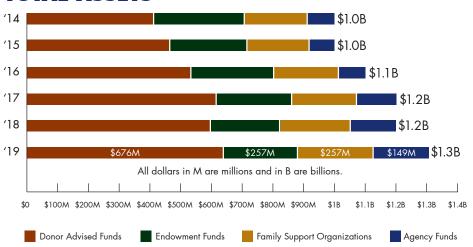




## YEAR AT A GLANCE

FOR THE YEAR ENDING DECEMBER 31, 2019

#### TOTAL ASSETS



#### Total assets amounted to \$1.3 billion in 2019.

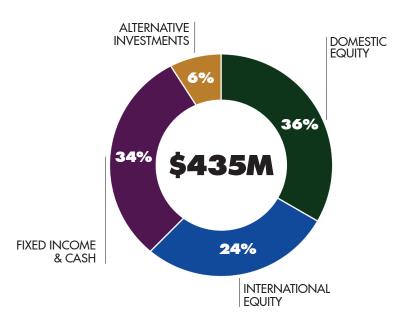
- **Donor Advised Funds** constitute the largest pool, representing more than 50% of all assets. This popular charitable tool requires a \$5,000 minimum gift to begin.
- **Endowment Funds** provide ongoing support to donors' favorite causes, a specific field of interest, or The Foundation's community 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.

#### RATES OF RETURN (%)

as of 12/31/2019

	1YR	3YR	5YR	7YR	10YR
CIP	18.3	8.6	5.9	6.5	<b>7.</b> 1
SRF*	18.8	8.5	5.3		
COMMO	ON INVESTMENT P		STRATEGIC RETURN Inception, October 2013	i fund (SRF)	

#### **COMMON INVESTMENT POOL**

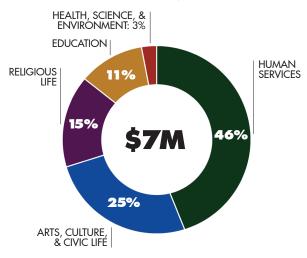


The Foundation's **Common Investment Pool** is a balanced portfolio focused on a long-term strategy of growth and preservation of capital. The **Strategic Return Fund**—available for Donor Advised Funds of \$50,000 or more—is a diversified portfolio with a long-term growth objective. Both portfolios are overseen by our Investment Committee, a group of our lay leaders whose members are seasoned professionals managing portfolios worth billions of dollars. The Investment Committee relies on investment managers specializing in specific asset classes and works with an independent investment consultant, Canterbury Consulting, to regularly analyze market conditions and monitor the portfolios' performance and risk.

## \$129 MILLION OF TOTAL GRANTS

#### **FOUNDATION GRANTS\***

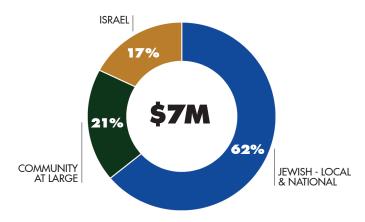
BY FIELD OF INTEREST



Nearly half of all Foundation grants supported Human Services.

#### **FOUNDATION GRANTS\***

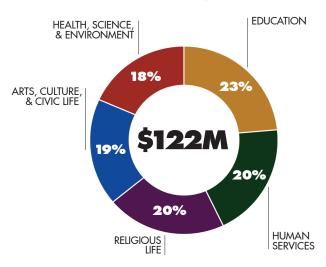
BY SECTOR



Jewish causes remain the core focus of Foundation grantmaking.

#### **DONOR GRANTS**

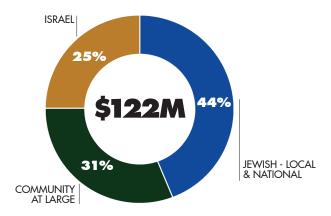
BY FIELD OF INTEREST



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

#### **DONOR GRANTS**

BY SECTOR



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.

#### **CONSOLIDATED FINANCIAL STATEMENTS**

#### **Statement of Financial Position**

Assets	12/31/2019	12/31/2018
Cash and investments	\$1,327,204,000	\$1,1 <i>74,567</i> ,000
Other assets	11,973,000	12,038,000
Total assets	\$1,339,177,000	\$1,186,605,000
Liabilities and Net Assets		
Liabilities	\$246,914,000	\$216,862,000
Net assets	1,092,263,000	969,743,000
Total liabilities and net assets	\$1,339,177,000	\$1,186,605,000
Charles and a final file of the state of the		
Statement of Activities		
Revenue	2019	2018
Contributions	\$108,352,000	\$105, <i>7</i> 30,000
Other revenue	155,111,000	(28,340,000)
Total revenue	263,463,000	77,390,000
Expenses		
Grants	132,670,000	113,043,000
Other expenses	8,273,000	8,663,000
Total expenses	140,943,000	121,706,000
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.

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

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.



#### **ENDOWMENTS FUNDED IN PERPETUITY**

**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 Blumbera

**Boruchin Family** 

Harry & Anna Borun

Charles H. & Kharlene Boxenbaum

Jacqueline Briskin Samuel J. Briskin

Frances Brody

Caron Broidy

Alvin Bronstein

Alvili biolisielli

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

**Dorothy Corwin** 

Lisa Anne Corwin

Allan B. Cutrow

**Cutrow Family** 

Czuker Family

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David G. & Bella L. Davis

Albert DeBro

Ronald P. Denitz

Donal S. & Phyllis N. Dreifus

**Constance & Sydney Dunitz** 

**Edmond Family** 

Marvin & Ruth Elfenbein

Barbara & Robert Ellison

Louie Ember

**Randy Entin Memorial** 

**Doris Factor** 

Milton & Olga Farbstein

Mimi Alpert Feldman

Dorothy Fenmore

Julia Fischer

Ida Fleischer

David & Rena Fox

Howard & Evelyn Fox

Rose Freeman

Mac & Belle Friedman

Galanter Family

outunior running

Josephine Gang

Martin Gang Gang, Tyre, Ramer & Brown

Martin Gaynor

Jerry Gerard

Sol & Ruth Gerber

Bessie Gillis

Isadore & Mildred Ginsberg

George Gittelson

**Harry Gittelson** 

Marcus Glaser

Morris & Sally Gluck

Jerry & Jeanine Goldberg

Murray & Mildred Goldberg
David & Freda Goldstein

Rosvln Goldstine

William & Alfrieda E. Goldwyn

Regina R. Golomb

Julius Goodman

Samuel Gordon

Lena Gorelick

Jeanne B. Goren

Osias & Dorothy Goren

Fay Bettye Green

Ike & Peggy Greenberg

Arthur Groman

Armor Groman

Herman Gronauer

Sam & Bessie Gutlin

Julii & Dessie Oullii

Emmy Haarmann

Marilyn & Monty Hall

Elisa Heather Halpern

D. Handler

Edith & Joseph Harris

Fannie Hartman

Irwin Held

Larry Held

Masha S. Henley

Stephen Herr

Linda Hess

Dr. Arnie & Fern Heyman

Walter Hilborn

Herbert Hill

Tierbert till

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

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Alan Kassin Memorial

Helen Miller Katz Memorial

Joan & Richard Katz Family

Sidney & Helen Katz

Sidiley & Heleli N

Stanley F. Katz David B. Katzin

Sidney Kaufman

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Sandra Kaye

Ely Keenberg Michael and Jena Kina

Berton M. & Barbara R. Kirshner

Sally Kirshner

Louis Kitsis

Gertrude Klein

J. Stanley & Roberta Klein

Lester & Rhea Kleinberg

Morris Knopow

**Burnell & Esther Koolish** 

Koreh L.A. Fund

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Dr. Michael Kriegel

Milton and Esther Krieger

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Elsa L. Kunin

Alex Kushner Sara Federman Hersh Kuttnauer

Lainer Family

Ellie & Mark Lainer

Simha & Sara Lainer

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Werner & Ellen Lange

Edward Lasher Ida S. Latz

Gerda Lawrence

Dahlia Lebovitz Florence Lepon

Bernard & Mollie S. Levin

Lillian Levine

Nathan & Bessie Jean Levinsohn

Cyril Lewin David Licht

Sol Bear & Esther Lipshutz
Jane & Howard Lipstone

Alfred Lisbon
Marcus Loew

William S. Louchheim Norman & Trudy Louis

**Rudy Lugo** 

Gerald & Gloria Lushing

Ronald Lushing Bertha Lustig Erwin Lustig John Lustig Max R. Luvin

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Magidson Family
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Anna Mitchell Max Mitchell

Rae Mitchell Memorial Brandi Joy Mitock Freda Mohr

Jerry & Joy Monkarsh/

Michael & Jodie Rachmil Family

Al & Eve Monson

Sadie Verschleiser Musof Julius & Estelle Nadler Margaret Nathan Linda Nathanson

Freda & Arthur Nattenberg 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 Max & Bertha Part Jerome & Faith Pearlman Jacqueline Pearlson

Irene Perer
Dr. Marvin Perer
Abraham I. Perl

Marianne and Gerhard Pinkus

Bernice Posner Joyce R. Powell

Julius M. Ratner Memorial

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Anna Warner Robins Edward G. Robinson

Merlyn J. & Lillian W. Robinson

Benjamin Rogowitz

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Lily Rosman

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Violet Goldberg Sachs Morris & Rebecca Sallus

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Isador Saul
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Leo & Julia Schaner
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David Weisz Sylvia Weisz

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Fannie P. Wienir Daniel Wiggins Billy Wilder Ethel H. Wilk

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Bernice Wolf

Allen S. & Ruth Ziegler Harold J. & Anita Zivetz

Millie Zone

Max & Lucille Zuckerman



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Georgina Baquet Database Coordinator & Events Manager



Heather Baroff Donor Stewardship Associate



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Lily Reiner Marketing & Communications

Marketing & Communications

Marketing & Communications



Heather Glynn Development Assistant

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DeWayne Nash General Ledger Accountant



Cynthia A. Jones Investment Accountant



June del Rosario Accountant/Payroll Specialist



Beverley Montgomery Office Manager



Iris M. Rodgers Foundation Secretary

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Naomi Strongin Associate Director, Center for Designed Philanthropy



Warren Fong Senior Program Officer



Charlotte Friedman Program Officer



Sara Hahn Program Officer

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Katrina Gaudier Sr. Grants Management Associate



Sarina Raby Sr. Grants Management Associate

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