

# JEWISH COMMUNITY FOUNDATION CONVENES COMMUNITY LEADERS

## SHARING STRATEGIES TO KEEP OUR COMMUNITY STRONG

The Jewish Community Foundation convened close to 100 lay leaders and professionals from 25 Jewish organizations in San Diego in April for a second forum, *Keeping Our Community Strong During Uncertain Times*. The Endowment Leadership Institute (ELI) gathering – with the largest turnout ever – examined endowment building, fundraising and strategies during the economic downturn.

Keynote speaker **Ed Schumacher** is a nationally recognized endowment consultant and recent recipient of the lifetime achievement award from Indiana University's Center on Philanthropy. "I am overwhelmed with the success of the bequest program in San Diego, even in this economy," said Schumacher.

To date, nearly 700 families have promised to ensure the vitality of San Diego's future Jewish community through the ELI program.

A highlight of the program was the sharing of legacy stories. **Rabbi Simcha Weiser** of Soille San Diego Hebrew



*Close to 100 lay leaders and professionals, including executive directors and rabbis photographed above, from 25 Jewish organizations in San Diego came together in April for the Jewish Community Foundation's second forum, Keeping Our Community Strong During Uncertain Times. The Endowment Leadership Institute (ELI) gathering – with the largest turnout to date – examined endowment building, fundraising and ways to stay focused.*

Day School spoke about an outright cash endowment initiated by **Edith Wiseman**, of blessed memory, during her lifetime.

"Hebrew Day is forever indebted to the Jewish Community Foundation for establishing the ELI program," said Rabbi Weiser. "The program brings strength and durability to the future of Judaism in San Diego."

**Lesley Mills** of Congregation Beth Israel shared her story of celebrating the last day of Sukkot by hosting

a Book of Life signing ceremony. The Book of Life is a community archive housed at the Foundation of those who have established legacy gifts to ensure vibrant Jewish life for generations to come. Mills emphasized that during these economic times, taking a celebratory pause is a perfect opportunity to honor and acknowledge those who support the community.

The session also included workshops as part of the Governance Leadership Institute (GLI), a partnership of the Foundation and the Wexner Heritage Program alumni in San Diego.

Foundation CEO **Marjory Kaplan** summed up the session, "In challenging times, innovation is not a luxury, it's a necessity."



*Foundation Director of Endowments Gail Littman confers with Board member Elaine Chortek and Board Chair Murray Galinson.*