



Philanthropy NewsQuarterly

A publication of the Jewish Community Foundation of San Diego
online at www.jcfsandiego.org



Book of Life Signing: March 28, 2010

On the Sunday before Passover, we will hold the seventh Book of Life signing, honoring those who have promised to keep our community vibrant for future generations. This is a particularly meaningful time to tell stories of giving as Passover celebrates the transfer of values from one generation to the next.

To date, more than 155 people have inscribed their names in the Book of Life, expressing their commitment to Jewish values and to ensure that our people will survive and flourish.

If you are interested in signing the Book of Life or for more information, please contact **Jamie Zander** at jamie@jcfsandiego.org or 858-279-2740.

Legacies Strengthen Community For Generations to Come

During the last decade, San Diego's Jewish community has built beautiful new synagogues and institutions, vibrant programs reaching out to all ages, and an increasing Jewish population.

How can we ensure that Jewish life in our community continues to thrive for our children and their children?

Today, thanks to the Endowment Leadership Institute, a community focused on legacy giving and the strong relationships between organizations and their donors and constituents, more than 715 individuals and families have stepped forward to make a commitment to the future—a promise which blends values and vision.

To date, an estimated \$158 million has been committed to ensure the vitality of San Diego's future Jewish community.

Over the course of this effort, the economy has endured both good and tough times. Legacy discussions have remained consistent throughout, sometimes even stronger during the recession as community members have focused on their financial planning.

Excerpts from the Book of Life

Tom and Judy Fisher



By contributing to the Jewish community where we live, we want to preserve this legacy by teaching philanthropy to our children, so they in turn can teach it to their children.

Joyce Axelrod



about their charitable giving beyond their lifetime.

Individual women who create such gifts do not have to be wealthy, they just need to step up to the plate when it comes to making decisions

Seth Krosner



My work as a trauma surgeon has taught me that one is never too young to have a will. As I prepared mine, I thought carefully about providing for those I love. I also thought carefully about providing for the world they would inherit. Would that world provide the same resources and opportunities that I enjoyed? The institutions that have made my life more meaningful – the schools, synagogues, and charities – would they be there for my loved ones and for future generations? Would there be future generations of Jews in a hundred, five hundred or a thousand years without secure Jewish institutions tomorrow, and the next day, and the day after that?

Year-End Wrap Up

As 2009 came to a close, the Foundation announced the following estimates for the first six months of the fiscal year:

- More than 2,400 grants awarded totaling \$36.5 million. Grants impact a wide variety of community issues including education, health, homelessness and the arts.
- Almost \$33 million contributed to the Foundation.
- Twenty-two new donor advised funds established.

Foundation Donors Respond Generously to Haiti Disaster

In the first two weeks following the devastating earthquake in Haiti, nearly 80 individuals and families who partner with the Foundation for their giving immediately recommended almost \$162,000 in grants to provide immediate assistance to those in dire need. Schools, hospitals and thousands of homes have been destroyed and more than three million people have been left without adequate food, shelter, healthcare and basic infrastructure.

Grantees included the **United Jewish Federation of San Diego** to be distributed to the **American Jewish Joint Distribution Committee (JDC)**, the **American Jewish World Service** as well as many other organizations that provide immediate aid and relief to victims in Haiti.

"We are so proud that our donors stepped forward so quickly to meet these emergency needs," said Charlene Seidle, vice president, philanthropy. "The response was immediate and generous."

Foundation News

Sharleen Wollach Assumes Expanded Staff Position



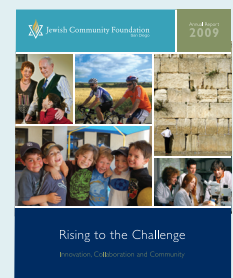
The Foundation is pleased to welcome **Sharleen Wollach** as the new Director of Philanthropy Operations. Sharleen brings more than 30 years of experience in customer service, staff management and organizational and systems development. In her new role, Sharleen will oversee donor services operations and grants administration, the Philanthropy Connections program, special community funds, and board and committee governance.

New Office in North County

The Foundation is delighted to announce the establishment of a satellite office in Carlsbad. The space is being provided by the Leichtag Family Foundation and will allow the Foundation to reach out more effectively to a growing number of donors and community partners based in North County. The main Foundation office will remain in Kearny Mesa at the Joseph and Lenka Finci United Jewish Federation Building.

Annual Report

The Foundation recently released the **2009 Annual Report**, *Rising to the Challenge: Innovation, Collaboration and Community*. To order a copy, visit www.jcfsandiego.org or call 858.279.2740.



The Changing Face of Hunger in San Diego



Shana and Marcia Hazan at the event.

The November Philanthropy Connections session, *The Changing Face of Hunger in San Diego*, detailed how the recession has exacerbated food needs in the county. Food banks across the region report that first time users have exponentially increased. At the event, the Foundation released *Feeding the Hungry in San Diego*, a research study that includes recommendations for community members about ways to help. The event was co-sponsored with San Diego Grantmakers and featured

a panel of experts representing government, funders and the nonprofit sector responding to the report findings.

For more information on *Feeding the Hungry in San Diego*, please visit our Web site at www.jcfsandiego.org and select Philanthropy Connections.



Donor Spotlight:

For the Kupferbergs, Helping the Community is a Necessity

Dr. David Kupferberg was first introduced to the Foundation when he served as president of Congregation Adat Yeshurun.

“The Foundation provided our Rabbi and team of lay leaders with high-quality training and tools to enable us to initiate a legacy program at the synagogue which now includes more than 30 legacy gifts,” said David.

When they established the **David and Jessica Kupferberg Fund** with the Foundation in November, the Kupferbergs used their matching grant to support SCY High, San Diego’s only Orthodox high school for young men which blends a high-quality secular curriculum with rigorous Judaic text-based instruction.

“We were early supporters of SCY High despite the fact that our son was just 6 years old when the initial group began to meet,” noted Jessica. “We were impressed with the Foundation’s generous response in helping our local Jewish schools during an economic crisis. We realized that the Foundation really cares about the causes that are important to us.”



David and Jessica Kupferberg, left, and their five children in New York City.

Welcome New Funds

Donor Advised Funds

Barry & Marlene Berelowitz
Rita Cohen
Richard & Byrne Eger
Phyllis F. Epstein
Eloise Hock Feinstein Family
Galinson Family
Leonardo & Laura Goldstein
Diane Fischer Hickman
Kelly Family
David & Jessica Kupferberg

Aaron Landau
Peter A. & Linda Levine
Lifchitz Family
Helen & Sol Price
Arthur Salindong
Jake Waxenberg
Zack Waxenberg
Sammy Chortek Weisman
Shana Weisman
Anonymous

Community Partners

Educational Enrichment Systems
Home Start Endowment for the Children
Mingei International Museum

board+staff

Executive Committee

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Jan Tuttleman

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Stanley Foster*

Herbert Solomon

Victor Schulman*

Carl Esenoff*

*of blessed memory

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Elaine Chortek

Joseph Cohen

Claire Ellman

Susanna Flaster

Marcia Hazan

Martin Klitzner

Robert Lazarus

Andrea Oster

Jeffrey Ressler

Sheryl Rowling

Sherron Schuster

Leo Spiegel

Mark Stuckelman

Brian Tauber

Andrew Viterbi

David Wax

Staff

Marjory Kaplan

Josie Arellano

Julie Bronstein

Kathy Bui

Meryl Goldberg

Hana Kwon

Gail Littman

Barbara Marcus

Jeremy Pearl

Jeremiah Sacksteder

Charlene Seidle

Traci Serrano

Sharleen Wollach

Jamie Zander

Foundation Co-Sponsors First Jewish Legacy Forum in Tucson, Arizona



Left to right: Rabbi Leonard Rosenthal, Jeremy Pearl, Gail Littman, Jane Scher, Marjory Kaplan, Murray Galinson and Orin Green.

The Foundation and the Jewish Community Foundation of Southern Arizona recently co-sponsored the first-ever Jewish Legacy Forum in Tucson, a two-day conference which focused on sharing best practices and innovations to help build and promote legacy programs in Jewish communities across North America.

The forum covered topics such as creating a legacy culture in the community, partnering with Jewish organizations to build endowments and helping each donor fulfill their own philanthropic vision through legacy planning. Eighty-five professionals and lay leaders from 26 communities attended.

"Conference participants often identified San Diego as a model for innovative approaches to legacy building. It was terrific that our community was so well-represented and was looked upon so well," stated Murray Galinson, chair of the Foundation and pictured above.

Establish a Charitable Gift Annuity and Let Your Tzedakah Provide for You and the Community

- Generate higher returns in a low interest rate market
- Low minimum amount of \$10,000
- Fixed, guaranteed payments for life
- Tax savings
- Designate the charity of your choice

Rates include partial return of principal and are subject to change. Prospective donors are encouraged to seek the advice of their professional advisors. While the payments made under a charitable gift annuity are subject to regulation by the California Insurance Department, they are not insured or otherwise guaranteed by the California Life Insurance Guarantee Association. Gift annuity payments are backed by the assets of the Jewish Community Foundation.

AGE	SAMPLE PAYMENT RATE
90+	9.5%
85	8.1%
80	7.1%
75	6.3%
70	5.7%
66	5.4%

Single life rates as of January 1, 2010.

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our mission

To promote philanthropy through meaningful partnerships with donors and community organizations in achieving charitable goals.

To increase current and future support for a vibrant and secure Jewish and general community in San Diego, Israel and around the world.