



Philanthropy NewsQuarterly

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online at www.jcfsandiego.org



Foundation Continues Strong Grant-making

Generosity and Innovation During Difficult Times

In this time of great economic challenge and uncertainty, grants from the Jewish Community Foundation are making important differences and addressing critical needs. The families and individuals who partner with the Foundation for their philanthropy have recommended grants of nearly \$52 million since July 2008.

The Foundation's recent grants include every sector of the community: crisis needs; programs for the young and elderly; services for single parents and victims of domestic violence; education in all forms; and the arts.

Foundation staff members have held scores of conversations with donors

who are looking carefully at their giving and considering how to wield the most impact.

The Foundation is also continuing its keen focus on the nonprofit community. In February, the Foundation convened rabbis and nonprofit leaders for focus groups about key needs, and we will soon publish a white paper documenting the critical priorities of the Jewish community.

We remain committed to the long-term fiscal health of Jewish organizations, schools and synagogues through the work of our Endowment Leadership Institute and Governance

Leadership Institute, which bring together leaders from across the Jewish community. And we are developing the next generation of philanthropists through our Youth Philanthropy programs.

The Jewish people have faced adverse situations for millennia, and always have emerged stronger, more resilient, and more vibrant. With a focus on our core values of giving, innovating, and effective sharing of resources, we will remain strong during the downturn, address the needs of our community and continue the sacred work of *tikkun olam* – repairing the world.

Jewish Organizations Share Strategies to Keep Our Community Strong



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.

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Giving When the Need is Greatest

Key Strategies for Giving in Challenging Economic Times

1. **Focus** on causes you care most about
2. **Invest** in organizations' sustainability
3. **Collaborate** in your funding and encourage friends to give
4. **Communicate** your giving intentions to organizations so they can plan effectively
5. **Keep giving levels strong:** this might be the absolute best time to give since the most vulnerable in our society are facing life-threatening needs

Demand is High for On the Go Rides

Already the **On the Go** senior transportation program has provided more than 12,000 rides since its launch in September. Previously housebound seniors now enjoy safe, reliable and caring transportation to medical appointments, senior centers, grocery stores, synagogues and Jewish events. The economic downturn has created even more demand for On the Go as seniors living on fixed incomes are forced to make tough choices. On the Go is a program of **Jewish Family Service** and the **Jewish Senior Services Council** and was funded by a consortium of Foundation donors.



Targeted Grants to Food Programs

Thanks to grants from several Foundation donors, elementary school children are receiving food for the weekend through the **San Diego Food Bank's** innovative **Food 4 Kids Backpack Program**. The program originated at schools where most students qualify for free or reduced lunches. Teachers observed that some children arrived hungry on Monday morning, and their performance and ability to concentrate suffered. Food packets are given to students each Friday in backpacks to preserve the students' dignity. A variety of foods are included, enough to share with family members.



Grants have also been awarded to **Jewish Family Service's Hand Up Youth Food Pantry**, which has experienced a quadrupling of need for food compared to last year and **Interfaith Community Services**, which provides food to veterans, seniors and others.

Focus Groups: Rabbis and Leaders Identified Areas of Great Need

The Foundation recently convened focus groups of rabbis, agency leaders and Jewish day school heads to discuss key needs during the economic downturn. Four major areas emerged:

- **Emergency services:** With families stressed, domestic violence and child abuse issues are rising. The need for food and crisis case management is paramount.
- **Long-term solutions:** Leaders stressed the need for long-term counseling, vocational training, financial planning, educational and systemic change.
- **Scholarships:** It is vital to maintain a strong, caring Jewish community – more at this time than ever. The recession is making it much harder for many families to afford participating in Jewish life in San Diego.
- **General operating:** Jewish organizations require operating support. Many institutions are reviewing their missions and budgets and making painful cuts.

Jewish Organizations Share Strategies to Keep Our Community Strong

Close to 100 lay leaders and professionals 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 strategies during the economic downturn.

The keynote speaker was **Ed Schumacher**, nationally recognized endowment consultant and recent recipient of the lifetime achievement award from Indiana University Center of 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



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

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 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 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."

Now is the Time to Take Advantage of Matching Grant Program

Now is the perfect time to open a donor advised fund at the Foundation. Thanks to a matching grant incentive, the first 50 funds established by June 2009 qualify for a match of the first grant up to \$1,000 to any Jewish organization. Act quickly before all the slots are filled. This is a wonderful way to increase the impact of your giving at a time of great need. Organizations supported to date include:



Welcome New Funds

Aron Family Charitable

Lawrence and Judith Belinsky Family

Marleigh and Alan Gleicher Family

Helen and Joseph Gotkowitz Jewish Big Pals Endowment

Helen and Joseph Gotkowitz Senior Transportation Endowment

Isakow Family

JHM

Richard Leib and Sharon Rosen Leib Family

M. Family

*Special Note: The Foundation is pleased to hold the **Madden-Sabban Family** fund. We regret the fund was listed incorrectly in the last issue of Philanthropy News Quarterly.*

Of Blessed Memory

Debra Berton gave her support to many Jewish organizations throughout her lifetime.

Edward Tyler Cramer's broad charitable interests ranged from churches to hunger relief organizations to medical research nonprofits.

Eli Welt was dedicated to the Technion-Israel Institute of Technology, Camp Mountain Chai and Congregation Beth Israel.

Edith Wiseman was committed to Jewish education at Soille San Diego Hebrew Day School, Torah High School and Congregation Beth Jacob.

Hubert Wolff and late wife Geraldine were involved with the San Diego Symphony, other music and arts organizations, and the Alzheimer's Association.

board+staff

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Youth Philanthropy

Tikkun Olam Camp Alumni Team Up for Darfur



Tikkun Olam Camp alumni participated in March in the second **San Diego Walk for Darfur**. American Jewish World Service will use funds raised to continue providing psychosocial services to children and victims of violence in west Darfur.



Tikkun Olam Camp

June 22-26, 2009



Tikkun Olam Camp is a one-week day camp that provides unique opportunities for high school students to learn about needs in both the Jewish and general community while earning community service hours and building friendships.

For more information about Tikkun Olam Camp, to nominate a camper, or apply, e-mail marissa@jcfsandiego.org or visit www.jcfsandiego.org.



Staff News



Marjory Kaplan, CEO, published the article, *Keeping Our Balance: Strong Governance in Challenging Times* in the *Journal of the Jewish Communal Service Association of North America*.

Association of North America.



Charlene Seidle, vice president, philanthropy, joined San Diego Grantmakers' board.

The Foundation is pleased to welcome **Gabriel Roseman** to the staff as office associate. A 2006 graduate of University of California, Santa Barbara, Gabriel spent the last two years in China teaching English.



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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.