

## Strategic Giving

Over the last five years, the Jewish Community Foundation has awarded **almost \$219 million through thousands of separate grants** to programs all over the world. **More than 500 families** partner with the Foundation—impacting the community in strategic and meaningful ways.

The news that **Warren Buffett** is giving the bulk of his assets to the Gates Foundation can be related to the work of the Jewish Community Foundation. Buffett structured his gift to take advantage of the Gates Foundation experience while maximizing the gift's impact on the charitable world. Community members who work with the Jewish Community Foundation use the same strategy—accessing the resources and expertise of the Foundation and creating a positive difference.

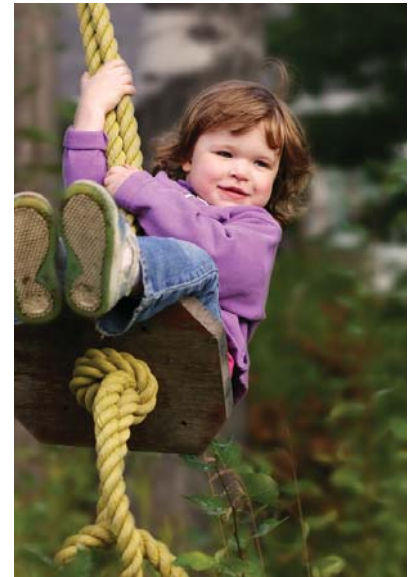
*"How wonderful it is that nobody need wait a single moment before starting to improve the world."*

—ANNE FRANK

## Foundation Grants Exceed \$53 Million: Distributions Impact People Worldwide

From San Diego to Safed and Jerusalem to Johannesburg, grants from the Jewish Community Foundation positively impact individuals around the world. Since **July 2005**, the Foundation has awarded **3,900 grants**, totaling more than **\$53 million** to programs in the Jewish and general community—programs that are changing the lives of thousands of people. Here are a few examples:

- A grant to **Auntie Helen's Fluff 'n Fold** provided laundry service to those with AIDS who are too sick to do their own laundry. Auntie Helen's completes about 1,500 loads of laundry per month for more than 400 clients.
- With the significant cost of synagogue membership and concerns about future Jewish affiliation, one family foundation developed an innovative membership outreach program at **Congregation Beth El**. Over three years, 75 families with young children will receive reduced membership dues, as well as an array of programs to welcome them into the synagogue community.
- Several grants have been directed to the **American Jewish World Service** for relief efforts in Darfur, Sudan. These grants directly affect the more than 2.5 million people who are in dire need of humanitarian assistance as a result of violence, hunger and disease. A grant was also awarded to **Women for Women International** for the organization's work in the Congo with women who have been profoundly affected by years of rampant rape and sexual violence.
- The **Louis Rose Historical Preservation Society** has received several grants. A grassroots effort to honor those who worked to establish a strong Jewish community in San Diego, the Society will create a park and monument dedicated to Louis Rose, San Diego's first Jewish settler. To date, 220 San Diego community members have joined the Society, which houses its funds at the Foundation. Their donations honor 381 Jewish San Diegans.



Foundation grants improve the world.

Every grant awarded tells a story of change, commitment and passion. These are just a few of the thousands of stories.

## Endowment Leadership Institute Continues Success

Through the Endowment Leadership Institute (ELI) and the Create a Jewish Legacy program, **almost 300 families** have stepped forward to promise **about 420 legacies** for an estimated **\$58 million** for the future Jewish community. These legacy gifts are designated for **more than 40 nonprofits** in San Diego, the United States and Israel.

### ELI Participating Organizations:

Agency for Jewish Education

Chabad of University City

Congregation Adat Yeshurun

Congregation Beth Am

Congregation Beth El

Congregation Beth Israel

Congregation Beth Jacob

Congregation Dor Hadash

Hillel of San Diego

Jewish Family Service

Lawrence Family Jewish

Community Center

Jacobs Family Campus

Ner Tamid Synagogue

Ohr Shalom Synagogue

San Diego Jewish Academy



Soille San Diego Hebrew  
Day School

Temple Adat Shalom

Temple Emanu-El

Temple Solel

Tifereth Israel Synagogue

United Jewish Federation  
of San Diego County

## Sheila Potiker Named Foundation Chair

**Sheila Potiker**, a community leader and philanthropist, assumed the position of Chair of the Jewish Community

Foundation on July 1, 2006, succeeding

**Edgar Berner**. With her

late husband Hughes, Sheila founded the Entertainment Publications discount coupon books and developed it into a corporation generating millions of dollars in revenues and supporting many different nonprofit organizations.



Sheila Potiker

In addition, she has served in leadership roles for many different Jewish and secular organizations and is well-known for her giving within the community.

"Sheila's experience as a community volunteer and businesswoman will be very beneficial to the Foundation,"

noted Berner. "We are poised to grow and expand in many different areas over the next two years, and I know the

Foundation will be in good hands as we

help strengthen the community and take the organization to the next level of service."

**Murray Galinson** was also named Vice Chair and Chair Elect of the Foundation. Murray currently serves as Vice Chair of the Jewish Funders Network.

He recently completed a term as Chair of the California State University System.

In addition, **Elaine Chortek**, a community volunteer and leader, and **Joseph Cohen**, principal of HoyleCohen, were appointed to the Foundation Board.

## Marcia Hazan to Chair JWF

**Marcia Hazan** has assumed a new position as Chair of the Jewish Women's Foundation of San Diego (JWF) succeeding **Betty Byrnes**.

Marcia, a founding member of the JWF, was instrumental in its early success. As Chair of the JWF Grants Committee, she led the group to their first grant project, **Supporting Jewish Single Parents (SJSPP)**, a program of Jewish Family Service.

Marcia will be formally installed as JWF Chair at a special event in September featuring **Ruth Messinger**, President of the **American Jewish World Service**, who will be speaking on the major issues facing women throughout the world.

## Mile High Philanthropy

By Amanda Haworth

I recently had the opportunity to attend the first ever conference devoted to Jewish youth philanthropy. The conference was held in Denver at the same time as the **Jewish Funders Network**, which was a gathering of 300 prominent philanthropists from around the world. Among these adults were members of **the Bronfman family; Murray and Elaine Galinson** from here in San Diego; and **Harold Grinspoon**, a funder focused on youth philanthropy programs. Together, we discussed philanthropy and the ideas of identity and community.

I worked with a group of thirteen other high school kids from all over the country for almost a year to plan and organize this conference. The **Jewish Community Foundation of San Diego** was actively involved in the planning, and **San Diego sent seven of the 105 kids who participated.**

The main focus of our weekend was to learn how to better understand philanthropy, especially how to allocate resources. All of the people who attended the conference had participated in their community's youth philanthropy program. We discussed issues of giving to Jewish and secular organizations, local and global giving, and the power of site visits.



**San Diego Delegation:** Standing (l to r): Ariella Laiken, Amanda Haworth. Seated (l to r): Max Einhorn, Aaron Voit, Tammy Sacks, Carli Wittgrove (not pictured: Aaron Smargon)

**This was an experience that all of us will treasure for our whole lives.**

We made great, long-lasting friends from all over the country and had fun in addition to the serious side of helping others. We learned so much about the different organizations that are changing lives as well as tools to help us evaluate programs. So many of the speakers we heard were really inspiring as they told us about their experiences or the group that they represent.

We spent Shabbat together with several different options for worship which was a real acknowledgement of our many different backgrounds and our need to be respectful and tolerant. Everyone was welcomed warmly and everyone made friends. For me personally, this was a tremendous opportunity for learning.

I loved talking to adult philanthropists and getting their perspective on issues and different organizations and also being able to hear a new point of view. It is such a wonderful experience I would recommend it to everyone.

*Amanda Haworth is a junior at La Jolla High School.*

## Foundation News

### Welcome New Funds

*The following families and organizations have established funds with the Foundation in the last three months.*

**Chabad Hebrew Academy—  
Milton Sorokin Scholarship**

**CJM Charitable**

**Kadima Independent Day School**

**Emily S. Farish**

**Ohr Shalom Synagogue**

**Linda and Ian Smulowitz Family**

**Tauber Family**

### Welcome New Staff Members

**Abigail Alvarez** recently joined the Foundation as Office Associate. Previously, Abigail worked with the American Lung Association of San Diego and Imperial Counties where she coordinated educational programs.

**Meryl Goldberg** has assumed the position of Financial Analyst. Meryl comes to San Diego after 15 years at the JCC MetroWest in West Orange, New Jersey, where she served as Controller.

The Foundation is also pleased to announce the recent promotions of **Marissa Garfield** to Program Officer and **Cynthia Zena** to Staff Accountant.

### Upcoming Grantmaker Programs

*San Diego Grantmakers is a regional group of foundations and corporations engaged in philanthropy. Donors at the Foundation are welcome and encouraged to participate in the group's educational offerings.*

#### **August 14, 2006:**

Funding and Solving Homelessness in San Diego

#### **October 4, 2006:**

Annual Conference: Grantmakers as Change Makers

#### **November 1, 2006:**

Distinguished Speaker Series: Mayor Jerry Sanders, A Philanthropic Lens for San Diego's Future

*For more information, please call the Foundation or San Diego Grantmakers at 619-744-2180.*



## Strategies for Giving: Life Insurance

Sarah transferred a life insurance policy to the Foundation that she had set up eight years ago at the age of 32 and paid regularly. She will make gifts to the Foundation of \$1,200 per year that the Foundation can use to pay annual premiums. The gifts are tax deductible as charitable contributions. After her lifetime, the policy will pay \$100,000 which will be transferred to the Foundation to establish the **Sarah Endowment Fund**. Each year a fixed percentage of the fund will be distributed in Sarah's name to Jewish organizations in San Diego and Israel.

### Charitable Life Insurance: Options and Advantages

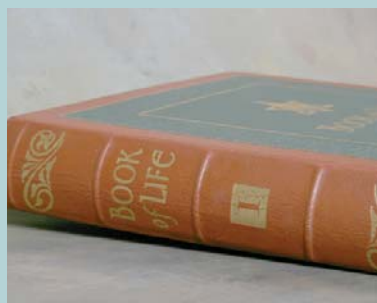
- *A relatively small outlay creates a very meaningful gift for the community—particularly advantageous for younger donors.*
- *Tax deductible gifts can be used to make premium payments.*
- *Life insurance proceeds are excluded from the estate and not subject to taxes or included in probate.*

## Save the Date: Book of Life Signing

The fifth Book of Life Signing ceremony will be held on **October 29, 2006 at Temple Solel in Encinitas.**

A community archive proudly displayed at the Jewish Community

Foundation, the Book of Life contains photographs and statements of individuals, couples and families who have promised to leave a legacy gift to the Jewish community after their lifetimes. If you have made such a promise, you are eligible to sign. **Please call the Foundation at 858-279-2740 for more information.**



## JCF Board of Directors

### Executive Committee

#### Chair

Sheila Potiker

#### Vice Chair and Chair Elect

Murray Galinson

#### Vice Chairs

Emily Einhorn

Joan Jacobs

Jan Tuttleman

#### Treasurer

Paul Nierman

#### General Counsel

Lawrence M. Sherman

#### Secretary

Jane Scher

#### Immediate Past President

Edgar Berner

#### UJF President

Kenneth Polin

#### Chair, Leadership Council

Elaine Galinson

#### Chief Executive Officer

Marjory Kaplan

### Directors

Elaine Chortek

Joseph Cohen

Claire Ellman

Elliot Feuerstein

Henry Haimsohn

Gary Jacobs

David Kabakoff

Martin Klitzner

Robert Lazarus

David Mandelbaum

Andrew Ratner

Jeffrey Silberman

Brian Tauber

Jerome Turk

Andrew Viterbi

David Wax

Eric Weitzen

### Foundation Team

Abigail Alvarez

Jeanne Bruss

Marissa Garfield

Meryl Goldberg

Sarah Hoisington

Myrna Holmes

Gail Littman

Jeremy Pearl

Charlene Seidle

Traci Serrano

Cynthia Zena



## Spotlight on *Community Capital Campaigns*

*San Diego's Jewish community is flourishing with more people, increased connections and strong, vibrant organizations and synagogues. To accommodate this growth, several important and exciting building projects are taking place. Please call the Foundation or the organization directly for more information about any of these campaigns.*

**All numeric information is provided as of June 30, 2006.**

### **Lawrence Family Jewish Community Center Jacobs Family Campus**

*Goal: \$4 million*

*Raised to Date: \$1.5 million*

In the Summer of 2008, the JCC will host the JCC Maccabi Games, the largest outreach the San Diego Jewish community has ever experienced, welcoming over 1,500 Jewish athletes ages 13 to 16 from communities around the US and the world. To prepare for and provide this remarkable experience, the *Maccabi Campaign* will support the JCC Maccabi Games' activities and much-needed JCC improvements, including swimming pool and baseball field turf renovations. This will allow the JCC to better serve the community and significantly enhance its capabilities as host of the Games.



### **Hillel of San Diego**

*Goal: \$20 million*

*Campaign to begin Fall 2006*

Hillel of San Diego has an unprecedented opportunity to develop two state-of-the-art facilities to serve the more than 4,000 Jewish students at local colleges and universities. After many years of searching and planning, two building sites adjacent to UCSD and SDSU have been secured. Through the campaign, for the first time in its 30 year history, Hillel of San Diego will be able to engage and reach out to students in two modern, functional and aesthetically pleasing facilities.

### **Jewish Family Service of San Diego**

*Goal: \$12 million*

*Raised to Date: \$8.1 million*

The *Building on Traditions* Campaign will fund the purchase and renovation of a new Jewish Family Service headquarters building and endow a portion of the Elder Adult Services. Expanded space is crucial to JFS efficiently carrying out its mission. The new facility will meet the agency's immediate needs and provide for additional growth into the future.

### **San Diego Jewish Academy**

*Goal: \$7.5 million*

*Raised to Date: \$5.8 million*

A new gymnasium will accommodate two regulation-size basketball courts, three volleyball courts, weight lifting room, exercise rooms, learning spaces, locker rooms, offices for coaches, and other related facilities. The gymnasium will also provide a venue for school-wide student body assemblies and special events, such as High School Graduation, Lions Awards, and Open House, and will serve as a new resource for the greater Jewish community in San Diego.



## Camp Mountain Chai

*Goal: \$6 million*

*Campaign to begin October 2006*

Camp Mountain Chai is the realization of a dream of a number of committed leaders in the San Diego Jewish community. After years of searching, the current 45,000 square foot facility in Angelus Oaks was purchased in 2004. The pristine forest location, surrounded by 58,000 acres of National Forest makes Camp Mountain Chai an ideal setting to enjoy the majesty of nature. In addition to a dynamic summer camp for youngsters, CMC is available throughout the year for conferences, retreats and other gatherings. The campaign will retire all existing debt and fund specific capital projects.



## Seacrest Village Retirement Communities

Seacrest Village has successfully met its goal for a campaign to add independent living apartments; refurbish the Joseph and Dorothy Goldberg Healthcare Center; create the Ottenstein Vitality Center featuring Aquatics and Fitness Centers and a new synagogue; and establish the only Alzheimer's facility south of Los Angeles dedicated to the Jewish community. Due to increasing costs of construction as well as delays on city approvals and permits, Seacrest is still in need of significant funds to complete the project. A new capital campaign goal will be announced soon.

*"Establish the work of  
thy hands that it may  
long endure."*

—TALMUD

## Synagogue Capital Campaigns

The following synagogues are currently renovating and constructing new sanctuaries, social halls, classrooms and administrative offices.

- Congregation Beth El, La Jolla
- Ohr Shalom Synagogue, San Diego
- Temple Adat Shalom, Poway
- Temple Emanu-El, Del Cerro
- Temple Solel, Encinitas

If you have questions about any of the programs featured or would like information regarding other giving opportunities, we stand ready to assist you. Please call the Foundation at (858) 279-2740.