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Jewish Community Foundation Awards Sheila Potiker Endowment Leadership Awards to Hillel of San Diego and Jewish Family Service of San Diego

SAN DIEGO – April 24, 2017 – The Jewish Community Foundation of San Diego (JCF) has awarded Hillel of San Diego and Jewish Family Service of San Diego with the annual Sheila Potiker Endowment Leadership Award for their exceptional achievements as participants in the Foundation’s Endowment Leadership Institute (ELI). The award, established by the Potiker family, honors the memory of Sheila Potiker and her contributions to the ELI program, her leadership at the Foundation, and the deep and meaningful way she changed the San Diego Jewish community for the better. Sheila was chair of the Foundation when the ELI, *Create a Jewish Legacy*®, program was developed.

The two organizations are receiving the award for their outstanding commitment to their planned giving efforts. Their creative, consistent donor engagement through the *Create a Jewish Legacy* program, in partnership with the Foundation, has earned them this recognition.

A \$3,600 grant accompanies each award, designated for professional development, legacy donor recognition or other endowment building efforts. The awards were presented at a recent community workshop for all of the participating organizations.

“We are sincerely honored and grateful to receive this award. The Foundation's ELI program is a significant benefit for our organization and continuously helps us grow our legacy society, ensuring Hillel’s future,” said Michael Rabkin, Executive Director of Hillel of San Diego.

Janet Acheatel, Board Secretary for Hillel of San Diego, expressed, “It is crucial for our organization and many others for our long-term financial stability. The *Create a Jewish Legacy* program has collected experience, knowledge and resources needed to support and guide a successful legacy program.”

“It is just outstanding to receive this award. I am very proud of all of our Legacy staff here and their involvement with this wonderful program,” stated Michael Hopkins, Chief Executive Officer of Jewish Family Service.

In addition, Sharleen Wollach, JCF Vice President, Operations shared that the Jewish Community Foundation is pleased to support all of the ELI organizations by providing simple and complimentary services for donors to document their legacy plans to one or many organizations, as part of the *Create a Jewish Legacy* program.

Established in 2004, ELI convenes leaders of Jewish organizations, day schools and synagogues to learn about building endowments. To date, over 1,100 families have created legacies with hundreds of millions of dollars in estimated planned gifts. More than \$47 million has already been received by organizations through both bequests and current endowment gifts. The Foundation’s ELI program, *Create a Jewish Legacy*, has become the model for dozens of other Jewish communities nationwide.

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About the Jewish Community Foundation

The Jewish Community Foundation partners with individuals, families and community organizations to help them achieve their philanthropic goals. During fiscal year 2015-16, the Foundation awarded and facilitated \$112 million in 6,700 grants to more than 1,700 Jewish and general organizations in San Diego, Israel and around the world. The Foundation manages more than \$300 million in assets and has facilitated more than \$1 billion in grants since 1967. The Foundation is a national model for its legacy endowment building and youth philanthropy programs. Visit the Jewish Community Foundation at www.jcfsandiego.org or call 858-279-2740.

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