

Center for
DESIGNED
PHILANTHROPY®



Three generations of the Stein family.

DESIGN & IMPACT NEWS

Designed Giving Made Simple

We can help you design giving strategies tailored to your needs

The Center for Designed Philanthropy is an important team at The Foundation. Not only do they manage Foundation grantmaking through Cutting Edge, Next Stage, Israel, General Community, and Capital Grants, but they also work directly with many individual donors and families to help them design thoughtful, tailored giving strategies based on their values and interests. The Center provides resources, expertise, and connections to strategically help these donors identify and achieve their philanthropic goals. In this issue of *Design & Impact News*, you will meet our Center team and learn more about their role in fulfilling the goals of Hollywood writer and producer **Mickey Ross, z"l** and his wife **Irene, z"l**, and longtime Foundation donors **Mindy** and **Gene Stein**.

Attorney Alan Watenmaker (L) and Business Manager Mads Bjerre (R) hold a photo of the late Mickey Ross.



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THE FOUNDATION
JEWISH COMMUNITY FOUNDATION
LOS ANGELES



Michael and Irene Ross Endowment Fund

Serving the most vulnerable.

VALUES: Compassion,
Community, and
Responsibility



Program Officer
Warren Fong
advises on the Ross
Endowment Fund.



Mickey Ross was passionate about supporting SOVA's Community Food and Resource Program.

Hollywood writer and producer **Mickey Ross**, of blessed memory, wanted to give back to the community that had been so supportive of him. Mickey was a child during the Great Depression and he never forgot the struggles of his immigrant parents to provide for their family, and the community support they received.

In his words, he wanted to serve "the most vulnerable in Southern California in the spirit of Yiddishkeit as it had existed in the Ghetto and the Pale, where the welfare of one's neighbors and community as a whole were more important than personal ambition and personal aims."

Mickey was looking for a place where he could create an endowment to help those in the Jewish and general communities; that had the capacity to truly get to know him and carry out his charitable vision testamentarily; and that would consult his business manager, **Mads Bjerre**, after he was gone. Mickey's wife, **Irene**, ז"ל, had already passed away and they had no heirs. After considering several options, his estate planning attorney, **Alan Watenmaker**, referred him to The Foundation.

After meeting with Foundation President & CEO **Marvin Schotland** and representatives of The Foundation's Center for Designed Philanthropy, Mickey was confident that The Foundation was the right place to ensure his legacy. He was particularly drawn to the Center for its ability to strategically guide donors in developing more meaningful, effective philanthropy. Today, the Center team works collaboratively with Mr. Bjerre to recommend grants reflecting the Ross's philanthropic vision.

"Mickey and his late wife, Irene, lived very modestly, considering his wealth," said Mads. "He never really reconciled himself to the fact that he had become a wealthy man, and he wanted to give opportunities to the less advantaged. Mickey would be enormously proud of what we've accomplished today thanks to his endowment fund at The Foundation."

Grants from the Ross Endowment have provided food to thousands of people at Jewish Family Service's SOVA food pantries, and helped secure millions of dollars in compensation for Holocaust survivors through Bet Tzedek's Holocaust Survivors Justice Network.

With thoughtful guidance from The Foundation, the Ross Endowment will continue to reflect the Ross's legacy of compassion and lift up thousands of people in Los Angeles.

The Stein Family's Tikun Olam Foundation

Supporting early childhood development
and education.



Children's Bureau provides vulnerable children—especially in the early years—with the skills and foundation necessary to become caring and productive adults.

Longtime Foundation donors **Mindy** and **Gene Stein** wanted a vehicle to include their children in their philanthropy, while supporting the well-being of less fortunate families. The Steins had a vision of family philanthropy but needed guidance on how best to refine it and put it into action. In 2001, they created a Family Support Organization at the Jewish Community Foundation—the **Tikun Olam Foundation** (meaning “healing the world”) and began working more closely with the Center for Designed Philanthropy team.

The Tikun Olam Foundation’s grantmaking—which Mindy and Gene call “investments”—focuses on early childhood development: public education, infant mental health, and parenting skills to promote positive early learning experiences and encourage the development of strong families.

Both Mindy and Gene credit the Center for its role in helping to hone and shape their vision into strategic grantmaking, including recommending and vetting prospective organizations and arranging site visits to prospective grant recipients.



VALUES: Effectiveness,
Leadership,
and Loyalty



Senior Program Officer
Naomi Strongin
advises the Steins on
their philanthropy.

“The Center has helped our giving become more strategic and impactful. Our children are also more involved in our family’s philanthropy, thanks to the Center,” said the Steins. “If anyone wants to improve their philanthropy, we recommend calling the Center. They are so knowledgeable about developing meaningful and effective philanthropy and offer wonderful program ideas.”

The Tikun Olam Foundation supports several organizations, including a five-year, \$1 million grant to Children’s Hospital Los Angeles that created the Stein Tikun Olam Infant-Family Mental Health Initiative. It trains medical professionals to integrate infant-family mental health principles into daily clinical care and supports new programs and services for children from birth to age five and for their parents. When the Steins created this grant, the Center crafted the grant agreement and helped them to establish benchmarks in their evaluation plan. To date, 3,000 medical professionals have participated.

Meet the Center Team



Elana Wien, Vice President

Joined The Foundation: 2012

Born: Los Angeles, CA

Graduate School: Master's in Anthropology, Universidad de las Americas as a Rotary Ambassadorial Scholar to Mexico

"I love the spark that comes when a donor sees their giving making an impact because of a successful strategy we've created together."



**Naomi Strongin,
Senior Program
Officer**

Joined The Foundation: 2009

Born: Los Angeles, CA

Graduate School: Master's in Social Work, USC

"I love facilitating values discussions among intergenerational families and encouraging younger generations to become more involved in the family's philanthropy."



**Warren Fong,
Program Officer**

Joined The Foundation: 2014

Born: Sacramento, CA

Graduate School: Master's in English Creative Writing, UC Irvine

"I love connecting our passionate donors with amazing nonprofits and helping them together address major challenges in Los Angeles."



**Sara Hahn,
Program Officer**

Joined The Foundation: 2016

Born: Los Angeles, CA

Graduate School: Master's in Social Work, Columbia University

"I love learning about what our donors care about and helping them develop thoughtful, impactful gifts in those areas."



**Charlotte Friedman,
Program Associate**

Joined The Foundation: 2017

Born: Los Angeles, CA

Graduate School: Master's in Social Work, USC

"I love working with and learning about a variety of great nonprofits helping vulnerable populations in Los Angeles."



**Sarina Raby,
Grants Management
Associate**

Joined The Foundation: 2017

Born: Los Angeles, CA

Graduate School: Master's in Cultural Studies, Claremont University

"I love working with the community and connecting nonprofit organizations with the resources they need to thrive."

Prioritize Your Giving!

Here's one helpful tool that you can use with your family!

Choose your top three personal values and discuss with your family why you chose them and what they mean to you.

- Community
- Faith
- Integrity
- Innovation
- Leadership
- Recognition
- Tradition
- Justice
- Compassion

Contact the Center team for more tips and tools!

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HOW CAN WE HELP YOU DESIGN YOUR PHILANTHROPY?

THE FOUNDATION
JEWISH COMMUNITY FOUNDATION
LOS ANGELES

Center for
DESIGNED
PHILANTHROPY

RESEARCH



Identify nonprofits that match your interest areas, applying our grantmaking experience and leveraging the expertise of other experts and grantmakers

NONPROFIT SITE VISITS



Accompany you to learn firsthand about a nonprofit's missions, activities, and goals

FAMILY MEETINGS



Explore what matters most to you, build consensus among your family, and assist with intergenerational philanthropy

DESIGN CREATIVE SOLUTIONS



Develop clear benchmarks for success and grant agreements to ensure best use of your charitable dollars

INTRODUCTIONS



Connect you with like-minded funders to inform and leverage the impact of your giving

Contact the Center for Designed Philanthropy to learn more at 323-761-8705 or thecenter@jewishfoundationla.org

DESIGNED GIVING MADE SIMPLE.

CONTACT US

To learn more
about the Center's
innovative and
customized services,

contact Elana Wien,
Vice President,
Center for Designed Philanthropy
at ewien@jewishfoundationla.org
or 323-761-8715.



The **Center for Designed Philanthropy** provides the resources, expertise, and connections to create thoughtful giving strategies tailored to your needs.

(323) 761-8715

www.jewishfoundationla.org/center

William R. Feiler
Chair

Baruch Littman
Vice President, Development

Marvin I. Schotland
President & CEO

Elana Wien
Vice President, Center for Designed Philanthropy

Dan Rothblatt
Senior Vice President,
Philanthropic Services

Ellen Rosen
General Counsel

David Carroll
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CFO

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