

THE FOUNDATION'S Legacy NEWS

JEWISH COMMUNITY FOUNDATION OF LOS ANGELES

Annette & Leonard Shapiro

The Heart of 4 Generations of Philanthropy

For many years, **Annette Shapiro** has held pioneering leadership roles in the Jewish community and beyond, raising millions for a wide range of organizations. Known as a “professional volunteer,” she was the first woman and first nonlawyer to chair The Foundation (1997–2000), where she has been a trustee since 1991. She is also a longtime leader of The Jewish Federation of Greater Los Angeles, the American Diabetes Association, and many other organizations. Along with her husband, **Leonard**, she has set a stellar example of philanthropy.

“Annette and Leonard Shapiro exemplify the passion for philanthropy and community impact that drives our work at The Foundation,” says **Marvin Schotland**,

president and CEO. “Having worked closely with Annette during her more than 25 years of involvement with us, I’ve seen her deep passion for and commitment to *tikkun olam* firsthand. She is a trailblazer in women’s philanthropy, and her life-long dedication to volunteerism has paid big dividends, galvanized many to become more involved, and made our world a much better place.”

Annette’s family’s history of generosity to the Los Angeles Jewish community and the community at large stretches back to her paternal grandfather, **David Familian**, who emigrated from Russia in 1903, settling in Boyle Heights, then the heart LA’s Jewish community. Active at the historic **Breed Street Shul**, he helped start the **Jewish Free Loan Society** and the **Jewish Burial Society**. **Adat Ari El Synagogue’s David Familian Chapel** bears his name to this day.

Growing up in the San Fernando Valley, Annette learned from an early age the importance of giving back. “My family taught me that you need to be involved in the community,” she says, “so I just started and got involved.”

At 16, while a student at Fairfax High School, she was at a fundraising dance for **City of Hope**—then a hospital treating tuberculosis—when she struck up a conversation with Leonard Shapiro, and they soon began dating. Not long afterward, she was eager to attend another charity event with her family, an annual Thanksgiving eve benefit for what is now the **Los Angeles Jewish Home (JHA)**, a vital cause to

both of their families growing up. “Because of our deep connections to JHA and our fondness for one another, it was only natural for us to get engaged to each other and go together with our families to the benefit,” Annette explains with a smile.

When Annette was in her early 20s, an acquaintance suggested she become president of the San Fernando Valley chapter of **Hadassah**, the women’s Zionist organization. Hesitant at first, Annette

Continued on page 2

Annette in her classic role speaking at a philanthropic event in the 1970’s.



Community leaders and venerable Foundation donors Annette and Leonard Shapiro. Annette is a longtime Foundation trustee and also served as chair of The Foundation.

FROM THE DESK OF MARVIN I. SCHOTLAND

PRESIDENT & CEO, JEWISH COMMUNITY FOUNDATION

We are fortunate to count **Annette Shapiro** (profiled in the adjacent lead story) among The Foundation’s outstanding lay leaders. Annette is the first woman and nonlawyer to chair our Board. Her attributes include a keen ability to lead by example and to inspire others to become more involved in charitable causes. No history of Jewish Los Angeles can be written without mention of her family—the **Familians**—who are among the early builders of our community. Along with her husband **Leonard**, their **Shapiro Family Foundation** established at the Jewish Community Foundation

extends a long legacy of good works across our community.



Annette knows much about the fulfillment philanthropy can provide. That is just one of the missions of The Foundation’s Center for Designed Philanthropy, featured in this issue’s supplement. The Center helps

donors fulfill their charitable passions and find more meaning in their giving by identifying and vetting funding opportunities for them. It’s an invaluable resource for any philanthropist seeking to make a real difference like Annette.

Also in this issue, you’ll learn about our new Israel, General Community and Capital Grants (pp. 4–5). Along with our Cutting Edge and Next Stage Grants awarded earlier this year, 2017 marks the first year in which we granted awards across five classifications. In total, Foundation grantmaking equaled \$5.4 million this year, up from \$2.4 million in 2008. Our institutional grant awards have more than doubled over the past decade, something we’re

Continued on back page



The Heart of 4 Generations of Philanthropy



Many of the members—but not all—of four generations of the extended Shapiro family. Front, (L–R): Max Shapiro, Lisi Teller, Leonard & Annette Shapiro; Courtney Teller holding Cousin Harel Shapiro; Ben Shapiro. Back, (L–R): Joel & Rabbi Lori Shapiro; Val Vargas & Erin Shapiro; Glen & Nathalie Callahan; Will, Lynn & Steven Shapiro; Lauren & Jordan Teller; Steve Teller

jumped in anyway. She went on to assume an active role in the **United Jewish Fund’s Junior Matrons Division**. (UJF transformed into **The Jewish Federation of Greater Los Angeles**.) She ultimately chaired The Jewish Federation’s Women’s Division, first for the Valley and later for all of Los Angeles.

Her life took a dramatic turn when her son **David** was diagnosed with diabetes at age 16. Together with Leonard, they became active advocates in the battle against that disease.



Annette with her late son David, of blessed memory, at an American Diabetes Association fundraising event in the 1980’s.

“In those days, diabetes was swept under the rug—nobody talked about it,” they recalled. That didn’t stop them, and they recruited others to the cause, collaborating with such luminaries as **Frank Wells**—then president of **Warner Bros. Studios** and, later, the **Walt Disney Company**—to bring attention and raise millions for research. “We began to realize that the community needed to recognize diabetes as a serious disease in order to make a difference,” said the Shapiros.

David thrived for many years in spite of his illness. When he faced serious health challenges later in life, his two siblings, **Joel Shapiro** and **Lisi Shapiro Teller**, each donated a kidney to help save his life. Though that extended his years, David passed away in 2001 at age 49, leaving his wife **Lynn** and five children. In his memory, Annette and Leonard established the **David Shapiro Memorial Endowment Fund** at The Foundation to support diabetes research and also built a memorial synagogue at the American Jewish University. To further preserve David’s legacy and help eradicate diabetes, family friends **Dr. Patrick** and **Michelle Soon-Shiong** recently made a \$2.5 million gift to **City of Hope** for the **Soon-Shiong Shapiro Chair in Diabetes Research**. Annette remained active on a national level for many years in seeking a cure for diabetes.

Eventually, Annette developed **Women, Money and Power**, a program she created decades ago to help women learn about

“Annette and Leonard Shapiro exemplify the passion for philanthropy and community impact that drives our work at The Foundation.”

— Marvin Schotland, The Foundation’s president and CEO



Annette’s grandson Max Shapiro on the occasion of his bar mitzvah in front of the David Alan Shapiro Memorial Synagogue Center at American Jewish University, named in memory of his father.

managing, investing, and donating their funds. The group, which met in private homes for many years, featured guest speakers who provided financial and philanthropic advice.

“It was a way to encourage women to give more to charity, do their part, and be part of the community,” says Annette, who eventually brought the group to The Foundation. It became a successful and integral program, and along the way, Annette deepened her knowledge of and ties to The Foundation.

When she was asked to serve as Foundation chair in 1997, she recalls, “At first, I thought, ‘No way can I do this.’” After her predecessor, **Stuart Buchalter**, of blessed memory, offered reassurance and support, she agreed to serve. Holding the post until 2000, she was an exemplary leader, using her remarkable enthusiasm, organizational skills, and persuasiveness to educate the community about The Foundation’s work.

At The Foundation, the Shapiro family established a Family Support Organization in 1996, a separate tax-exempt entity overseen by a board of directors and classified as a public charity. The Shapiros chose to conduct their philanthropy through this vehicle rather than through a private foundation due to the benefits a Family Support Organization offers them, including ease of management and more favorable tax treatment versus what a private foundation offers. Annette and Leonard appreciate that the Family Support Organization enables their family to easily make its philanthropic gifts and also involves the entire family. “We liked the idea that we were able to have a board that involves the whole family,” they say. “Most importantly, our kids are part of the decision-making process for the causes we

support. We also encourage them to pursue their own charitable passions through our family’s fund—with no judgment from us.

One of those causes is **Beit T’Shuvah**, the Jewish addiction-recovery program. After its founder, **Harriet Rossetto**, spoke at a Foundation event years ago, Annette took an immediate interest, becoming a founding board member and later serving as president. In the process, she helped it grow from a small house near downtown LA to its current 120-resident facility on Venice Boulevard in West Los Angeles.

The family has also actively supported **American Jewish University**, where Leonard has been serving on the board for decades. There, Annette and Leonard headed fundraising for the **David Alan Shapiro Memorial Synagogue Center**, dedicated in 2010 in memory of their son. **AJU President Robert Wexler**, a friend for many decades, says that though Annette grew up in a prominent Jewish family, she never felt entitled. “What she gained from her upbringing was a sense of responsibility that comes with community leadership,” he says. “Annette gives with a full heart.”

Another beneficiary of her generosity and leadership is the Los Angeles Jewish Home, where she chaired the centennial, a multi-event celebration that extended over two years. “Annette opens her heart and hands to help us succeed,” says **Molly Forrest**, the Home’s CEO, “and she opens the door and leads the way for others.”



Annette and Leonard at The Foundation’s 60th anniversary banquet in 2014.



Annette in the mid-1980’s with then San Francisco Mayor—and now California Senator—Diane Feinstein.

This includes her own children. “Our parents care about the greater community, and we certainly learned that growing up,” her son, **Joel**, says. “We saw from an early age that giving and volunteering were exciting,” Annette’s daughter, **Lisi**, shares. “Our parents always taught us that it’s better to give than to receive,” she says, “and that’s what we’ve taught our kids.”

As for Annette, she says the real rewards for her volunteer work and philanthropy are the stories she hears about the many people who have benefitted from her efforts. She is also both flattered and gratified when younger women lay leaders thank her for paving the way. “So many people tell me, ‘You influenced me,’” she says. “I truly hope they will go on to influence others, that many people will continue to benefit from what we’ve done.” Indeed, Annette’s knack for transforming others into committed volunteers has been a remarkable blessing for our community and well beyond. ✧

NEARLY \$2.4 MILLION IN NEW GRANTS



Israel
GRANTS

The Foundation recently awarded a record \$1.65 million in Israel Grants to eight programs that address pluralistic Jewish identity and economic development and self-sufficiency in Israel.

Jewish Identity

BINA: The Jewish Movement for Social Change
\$250,000/ 3 years

To grow and strengthen the **BINA Youth Core** for students of Israel’s secular-public high schools, increasing their connections to Jewish knowledge and practice.
<https://bina.org.il>



HaShomer HaChadash
\$150,000/ 3 years

To support the **Youth Leadership program**, which will enhance participants’ Jewish-Israeli identity, civic responsibility, and connection to the land of Israel through volunteering, training, seminars, and instruction.
www.hashomer.org.il



Nitzanim
\$240,000/ 3 years

To support the **Accelerating Jewish Pluralism via Municipalities** program, which will bring a pluralistic Jewish engagement model to five new municipalities, offering training, resources, and support to previously unengaged residents.
www.kehilot-nitzanim.org.il



Tzohar
\$250,000/ 3 years

To support the **Professional Development for Community Rabbis** program, which will provide professional development for Orthodox rabbis in diverse geographic regions in Israel, utilizing online and in-person courses, conferences, and trainings to bridge the secular-religious divide.
www.tzohar.org.il



Economic Development and Self-Sufficiency

Educating for Excellence
\$200,000/ 3 years

To support the **Economic and Financial Prep for Underserved High School Students** program, which will engage underserved students in an academic, multidisciplinary program that provides a strong foundation to pursuing higher education and learning job skills, while overcoming existing socio-economic barriers.
www.e4e.org.il

The Jaffa Institute
\$200,000/ 3 years

To support the **Ethiopian Integration Program**, which will provide at-risk Ethiopian-Israeli boys residing at the Bet Shemesh Educational Center boarding school with vocational, educational, and emotional support to help them integrate into Israeli society and succeed in their academic and career pursuits.
www.jaffainstitute.org



Machshava Tova
\$160,000/ 3 years

To support the **Eco-Tech Program for At-Risk Youth**, which will provide at-risk youth with training in website design, technology entrepreneurship, computer software, and hands-on internship opportunities.
www.mtova.org.il

YEDID: The Association for Community Empowerment
\$200,000/ 3 years

To support **Financial Inclusion 2020**, which will provide free, comprehensive financial literacy and employment services through workshops, trainings, and one-on-one support to underserved Israelis throughout the county.
www.yedid.org.il



General Community
GRANTS

The Foundation awarded \$300,000 in General Community Grants to seven local organizations addressing human trafficking.

1736 Family Crisis Center
\$40,000/ 2 years

The **Human Trafficking Program** will connect survivors of sex trafficking to services through its 24-hour hotline and help those survivors achieve long-term safety, housing, and self-sufficiency through outreach, safe shelter, and wraparound supportive services.
www.1736fcc.org

Alliance for Children’s Rights
\$40,000/ 2 years

The **Advocacy for Sexually Exploited Children** program will provide outreach to foster youth at risk of exploitation and help commercially sexually exploited children build new lives with pathways to independence, an education, and quality employment.
www.kids-alliance.org

General Community Grants *Continued*

Asian Americans Advancing Justice – Los Angeles
\$40,000/ 2 years

The **Los Angeles Labor Trafficking Project** will provide Asian, Native Hawaiian, and Pacific Islander labor trafficking survivors and their families with culturally and linguistically competent legal services to protect them from exploitation, litigate traffickers, and provide restitution.
www.advancingjustice-la.org



Coalition to Abolish Slavery and Trafficking
\$50,000/ 2 years

CAST’s **Comprehensive Case Management** program will promote stabilization and recovery for survivors of labor and sex trafficking.
www.castla.org

Covenant House California
\$50,000/ 2 years

The **Human Trafficking Program** will reach out to at-risk foster youth living on the street and provide survivors of sex trafficking with shelter and wraparound services to help them establish a better life.
www.covenanthousecalifornia.org

Journey Out
\$30,000/ 1 year

The **Prostitution Diversion Program and Drop-in Center** will provide adult survivors of sex trafficking with the knowledge, skills, resources, and support to address their trauma, escape commercial sexual exploitation, and achieve independence.
www.journeyout.org

Saving Innocence
\$50,000/ 2 years

The **Case Management** program will provide intensive first response services and long-term support to commercially sexually exploited children, helping them escape sexual exploitation and live an independent life.
www.savinginnocence.org



Capital
GRANTS

The Foundation awarded \$420,000 in Capital Grants to three local organizations for construction of new facilities, renovations, and upgrades to existing buildings that predominantly serve elderly members of the Los Angeles Jewish community.

Jewish Family Service of Los Angeles
\$170,000/ 2 years

The **JFS Lois and Richard Gunther Center** will transform JFS’s current Fairfax campus into a flagship service center that provides fully integrated health, mental health, and human services for older adults under one roof. It will more than double JFS’s current program space and allow JFS to increase the number of clients served annually.
www.jfsla.org



Jewish Federation of Greater Los Angeles
\$150,000/ 2 years

The new **Israel Levin Center** will serve more seniors more efficiently through a state-of-the-art building, an expanded program calendar, and increased accessibility. It will nearly double the square footage of the current Israel Levin Center, increase the number of seniors served, and improve both functionality and accessibility.
www.jewishla.org



Los Angeles Jewish Home
\$100,000/ 2 years

The **Pepp Center Renovation** will upgrade the central hub and primary socialization space for the Home’s Eisenberg Village campus in Reseda. It will provide an indoor/ outdoor café-like space with opportunities to relax, meet with family and friends, and access the internet while increasing safety and accessibility for residents.
www.jha.org ✖



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- You can access our **Center for Designed Philanthropy's** complimentary philanthropic consultations and educational programs on giving more strategically. For example, we can help you determine which causes or programs to support based on your passions and field of interest.

To learn more about the Center, please see the freestanding insert enclosed in this issue of *Legacy*.

For more information, please contact the Development Department at (323) 761-8704 or donate@jewishfoundationla.org.

**CHANGE THE WORLD.
MINIMIZE TAXES.
FEEL ENRICHED.**



Make your best investment of 2017 by opening a Donor Advised Fund before year-end.

Make an IRA Distribution by December 31



When planning your year-end giving, consider an IRA distribution to create a new Endowment Fund at The Foundation. If you are age 70 ½ or older, you may transfer up to \$100,000 per year directly from your IRA to The Foundation to fund a new or existing Endowment or our Permanent Legacy Fund, which supports The Foundation's annual grantmaking. By making an IRA charitable rollover gift by year-end, you will:

- Reduce your taxable income; you can decrease taxes on transfers of up to \$100,000 from your IRA to The Foundation.
- Meet your required minimum distribution (RMD) for 2017.
- Make a charitable gift that is not subject to the 50% deduction limits.

Note: Rollover gifts may not go to Donor Advised Funds, Family Support Organizations, Private Foundations, Gift Annuities or Charitable Remainder Trusts. Rollovers may not be claimed after-the-fact for distributions that you have withdrawn and cashed as it is required that funds transfer directly to The Foundation. ✖

DONOR PROFILE

The Michael and Shelli Borkow Family Fund

Supporting a Cause That Changed His Life

TV comedy writer/producer **Michael Borkow**'s connection to Israel—and organizations that support it—dates back to the trip he took there with the **American Zionist Youth Foundation** (AZYF) when he was 16.

"AZYF did a great job in helping us develop a connection to the land, to the people, and to our shared history," says Michael. "For me, that connection has only deepened over the years."

Indeed, his teenage visit to Israel was just the beginning of a journey that has transformed Michael's life and ultimately led him to establish a Donor Advised Fund at The Foundation, which he uses to support numerous Jewish—and often Israel-based—causes.

"The Foundation is a fantastic tool for giving. It allows me to take a more strategic approach to my philanthropy," Michael says, explaining that the primary focus of his fund has been **Bircas HaTorah**, the yeshiva (seminary) in the Old City of Jerusalem where he has been studying for more than 15 years through both personal visits and telephone/Internet instruction.

From television to Talmud

Michael was raised in New York and attended Harvard College and then the Columbia University School of Law. After graduating from law school, however, he eschewed an offer from a prestigious Manhattan law firm to move to LA to try his hand as a comedy writer. The gamble paid off, and soon he was enjoying a two-year stint as a writer-producer on *Roseanne*, followed by three years on *Friends*. Michael also worked on *Malcolm in the Middle* and, most recently, *Mom*.

It was during a vacation while working on *Malcolm in the Middle*, Michael first learned about Bircas HaTorah. The Second Intifada was underway, and Michael was deeply concerned about its effect on Israel's economy and morale. With the flame ignited by his AZYF trip still burning, he decided to support Israel with a visit.

"I wanted to volunteer, but I couldn't find anything for just one week," says Michael. When a friend suggested studying at Bircas HaTorah, Michael was skeptical. He had not been raised Orthodox and wasn't keen on spending a whole week studying Talmud, but he decided to take a chance.

"Arriving at the yeshiva was a major culture shock," says Michael. "But I saw that the rabbis weren't pushing an agenda; they were just welcoming me to participate as much or as little as I wanted. I was free to engage the learning on my own terms, and I fell in love with learning Talmud," Michael explains. Back in LA, Michael continued to study with the rabbis by phone.

Michael loved something else about that experience: being part of a Torah-centered community where everyone reads the



Foundation donors Michael and Shelli Borkow and their three children.

weekly Torah portion before Shabbat and then discusses it at home and in synagogue. "I told my friends, 'It turns out, Judaism is the longest-running book club. Who knew?'" Michael began hosting weekly Torah discussions on Shabbat afternoons, and soon people were crowding into his Beverly Hills living room, especially non-observant entertainment industry folks.

Yearning for more

As Michael grew increasingly observant, he faced the inevitable conflict with the ironclad Friday night work ethos of episodic television. "I was quite apprehensive when I approached the *Malcolm* showrunner about my observance of Shabbat and not being able to work on Friday night or Saturday anymore," Michael explains. "But he said, 'Go for it. I envy your faith.'"

Michael had a similarly pleasant surprise a few years later at the

conclusion of his work on the *Friends* spinoff series, *Joey*. "I was very concerned about telling my agent I wanted to take a year's sabbatical to study at Bircas HaTorah," he says. "But his answer was, 'This is just work. That's life. Take two years.'"

It was during this sabbatical that Michael not only deepened his relationship with the yeshiva but also met his wife, **Shelli**. Though born in Israel, she coincidentally grew up a few towns away from Michael's hometown on Long Island. Married in 2010, they now have children ages four, two, and six months.

Becoming a benefactor

Michael's first experience with The Foundation came through a Foundation-sponsored networking group that he says was unusual in that it was "a thriving entertainment industry group oriented not around making money but around giving it away."

From there, Michael established a fund, now named the **Michael and Shelli Borkow Family Fund**, through which the Borkows support the **American Friends of Bircas HaTorah**, **Friends of the IDF**, and several other organizations. "The ideal charitable giving strategy from our own tax and financial perspective is not always the ideal strategy for helping the beneficiary. With our Foundation fund, we don't have to sacrifice on either front."

"It's hard to imagine anywhere else we could get more bang for our buck," Michael continues about Bircas HaTorah. "Many at the yeshiva are supporting themselves and their families on very little means. Through our Foundation fund, not only are we helping people who study Torah day and night—people who are taking responsibility for all Jews everywhere—but also we're helping people in need. That's really fulfilling."

Concludes Michael, "I believe anything we do to support the study of Torah in Israel is what will best ensure the survival and prosperity of the Jewish people in our homeland." ✕

IN THIS
ISSUE

- Annette & Leonard Shapiro
- 2017 Israel, General Community & Capital Grants
- Maximize Year-end Giving
- Donor Profile: Michael & Shelli Borkow
- Recent Events



In late September, The Foundation cosponsored a panel discussion with USC Casden Institute and USC Athletics titled *The Chosen People and the Spirit of the Game: Jews, Sports and Social Justice*. An enthusiastic crowd heard inspiring remarks from athletes, writers, sports managers and owners who have used athletics to illuminate social justice issues.

Front, (L–R): Athletes and sports enthusiasts Noah Miller, Alan Rothenberg, Erit Yellen and Lenny Krayzelburg with moderator Larry Turkheimer. Back, (L–R): Leah Lau and Lew Groner of The Foundation, Professor Steve Ross of USC’s Casden Institute, and The Foundation’s Dan Rothblatt.

Continued from page 1

most grateful for and that is only possible thanks to the robust growth of donor funds throughout this time.

At this time of the year, we reflect on our blessings and remember those less fortunate. The Foundation’s tradition of aiding those in need is once again in evidence with victims of recent hurricanes and wildfires; we and our donors have contributed more than \$1.2 million to relief efforts to date.

As 2017 winds down, if we can be of assistance with year-end charitable-gift planning, please contact our Development Department at (323) 761-8704 or development@jewishfoundationla.org. I wish you and your loved ones a joyous Chanukah and peace, health, and prosperity in the coming year. ✧

The Foundation recently hosted a luncheon briefing on the state of affairs of European Jewry that addressed challenges facing Jews in France, Germany, and Poland, among others, along with the growth in Jewish culture, religious action and pro-Israel activism. Speakers included Barbara Spectre, founding director of Paideia, the European Institute for Jewish Studies; Menachem Mirski, a rabbinic student at AJU and an expert on Jewish renewal in Poland; and Jonathan Boyer, West Coast director of Friends of ELNET, a pro-Israel advocacy organization in Europe.



THE FOUNDATION’S **Legacy** NEWS

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