Leadership Matters: Timeless Values, New Strategies

For more than a century, the Jewish Community Federation and Endowment Fund has been a central address serving the needs of the Jewish community in the Bay Area, Israel, and around the world. As in the past, the Federation is adapting to meet current challenges and embrace the needs and opportunities that will shape our generation’s shared journey.

The Federation recently completed a new strategic plan that sets it on a groundbreaking path—establishing the Federation as a center for Jewish philanthropy. Rooted in Jewish values—kehilla (building community), tzedakah, (taking care of the needy), tzedek (pursuing justice), and tikkun olam (repairing the world), the Federation will serve as a community foundation, the kind of 21st-century organization that our community needs it to be, responsive to the issues of our time.

This new direction leverages the Federation’s largest asset, the Endowment Fund, with over $2.3 billion in assets in donor-advised funds, supporting foundations, the Unrestricted Endowment, and over 400 restricted endowed funds. The Federation is capitalizing on its strengths—in philanthropy advisory services, collaborative philanthropy, grantmaking, advocacy, research, community programs, and as a convener—to mobilize more assets to catalyze change, nurture new ideas, and positively impact the Jewish community. To do this, annual fundraising, and the Centennial Campaign—which has raised $225M to date in endowed funds—will continue to play a critical role for years to come.

“The Endowment has been built over many decades as a permanent source of funding for emergencies like the ones we’re experiencing right now in Israel and Ukraine, as well as to support ongoing community needs and emerging opportunities,” said Jamie Weinstein, Federation Endowment Committee Chair. “The goal of our new strategy, which includes a strong Centennial Campaign, is to ensure the Federation is efficient and effective—in order to continue playing a critical role in Jewish life throughout the Bay Area, Israel, and beyond for generations to come.”

Last year alone, the Federation granted and loaned more than $245 million, making it one of the largest grantmakers and the single largest funder of Jewish causes in the state of California. Joy Sisisky, Federation CEO, shared, “Over time, the community can expect to see more grantmaking to Jewish and secular causes, impact investing opportunities, giving circles and ways to engage with other community members, as well as the chance to work together to build a strong, vibrant, and thriving community.”

In Federation Board Chair Eileen Ruby’s words, “The Bay Area is a center for innovation. The new strategic plan taps into that creativity to make Federation a center for Jewish philanthropy, using multiple philanthropic tools to serve the Jewish community of today and the next century.”

“I am excited and optimistic about the Federation’s new strategic direction. Change is hard, but the time is ripe for the Federation to adapt to the new philanthropic landscape. I am equally excited about Federation’s leadership and have faith that the new plan sets the organization on the right course.”

– John Pritzker, Federation Past President
They met on vacation in Hawaii. The setting was perfect. A tropical paradise. Surrounded by breathtaking natural beauty, they spoke for the first time. And soon after, their conversation turned to their love...of science. Strange though that seems, in retrospect, it makes perfect sense. Gladys was an assistant professor of biochemistry at the time, and Larry was quick to reveal that before venturing into the world of Silicon Valley real estate, he was a chemist and self-described “lab rat.” Their conversation flowed effortlessly that day, and eventually carried over to their wedding day. And though several decades have passed, their chemistry still goes far beyond chemistry.

They are a powerful team. Larry became a prominent Bay Area real estate investor. Meanwhile, Gladys went to law school, became a partner at Morrison & Foerster (in a record-breaking three years), and rose to be one of the country’s top patent and intellectual property attorneys. And while their professional accomplishments are extraordinary, the philanthropic work they do together is just as impressive.

Their philanthropic passions are wide-ranging, from science to the arts. The extensive list of Jewish and broader community nonprofits they support, many through their Federation donor-advised fund, includes organizations ranging from the San Francisco Campus for Jewish Living, Jewish Family and Children’s Services, and the United States Holocaust Memorial Museum to the San Francisco Symphony, the National Wildlife Federation, and AMFAR. Additionally, Larry, a 13-year cancer survivor, serves on the board of The Second Opinion, which provides California cancer patients free second opinions. Gladys serves on the board of Cancer Commons, which offers patients actionable information to help them make informed decisions on their treatment and is an American Association for Cancer Research trustee. They are dedicated supporters of the Weizmann Institute, where their lay leadership and financial support has contributed to many significant neuroscientific breakthroughs and, most recently, the establishment of the Monroy-Marks Integrative Center for Brain Disorder Research.

Larry and Gladys’s philanthropic reach extends from the Bay Area to Israel and around the world, leaving a lasting impact. However, what truly sets their commitment apart is its enduring nature. In addition to their generous donations, Gladys and Larry have made a significant Centennial gift to bolster the Federation’s unrestricted endowment. Their dedication ensures that their legacy of giving will continue to benefit the Federation and its vital work well into the future.

“‘This may sound cliché, but the truth is we get just as much as we give. We’ve met the most remarkable people through Federation, and feel privileged to be part of this community for all the good work it does... I can’t see our lives without it.”’

– Larry Marks
Emil Knopf was just a child when the German army invaded Poland. Forced to flee, Emil, his mother, and his sister survived by hiding in “forests and fields” for almost two years. Miraculously, they made it out alive. But their exodus from one nightmare only led to another: the pogroms of postwar central Poland impelled Emil to move to western Poland, France, and several Latin American countries before finally making it to San Francisco.

If anyone has the right to be selfish or at least preoccupied with his own well-being rather than the future of the Jewish community, it is Emil. And yet, when asked what matters most to him, Emil said the following:

“I just want to help out in any small way that I can to keep us going.”

Emil’s dedication to the Jewish people is humbling and inspiring. He has selflessly served and supported the community in a variety of capacities for decades, including but not limited to leadership positions in B’nai B’rith, the Contemporary Jewish Museum, the Jewish Community Library, Jewish Family and Children’s Services, Hebrew Free Loan, the JCC of San Francisco, and Sinai Memorial Chapel as well as the Federation.

As part of his charitable legacy, Emil has established or added to several Federation endowment funds including the Holocaust Center of Northern California Fund, the Adath Israel Education Fund, the Leo Hills Memorial College Scholarship Fund, and the Knopf/Leichter Family Fund, which provides scholarships for Jewish college students involved in Jewish cultural and community life. In addition, he continues to support the general community through a number of non-profits.

Emil began his career as a teenager with Levi Strauss not long after arriving in the Bay Area with little money and less understanding of the English language. Over the next 45 years, he rose from his first job as a “gofer” to ultimately become their chief designer. But his connection to Levi Strauss extends far beyond an employer/employee relationship. It is also where his passion for philanthropy was ignited and where he was introduced to the Jewish Community Federation.

“They had a lot of Federation leaders and even presidents at Levi Strauss throughout the years,” Emil said. Indeed, he befriended several members of the Haas family who further encouraged his general philanthropy and his particular commitment to the Federation. It’s a commitment he continues to honor.

“The Federation is so important because it’s a unifying factor in the community,” Emil said, recollecting the “many, many years of Super Sundays” as well all the committees on which he joyfully served, “because we really engaged with the people we served.”

His hope for today is that the kind of the grassroots engagement that drew him in all those decades ago can be continued. His hope for the future is that the Federation can “keep going” to meet the challenges of our future. His Centennial gifts are part of the many ways he is “helping out” to keep things going however he can. He is a role model and a profile in courage.

“My relationship with Federation goes back a long way. I did a lot of fundraising, and even chaired our campaign at Levi Strauss… And I still believe in Federation. And not just as a vehicle for distributing funds… At its best, Federation can be a true leader in the community.”

– Emil Knopf
CENTENNIAL DONORS: A Legacy of Generosity

The following have made legacy gifts, made formal Centennial commitments in writing, or established permanent funds since the beginning of the Federation’s Centennial year in 2010. Also included are members of the Federation’s Living Legacy Society who have reaffirmed their intention to include the Federation in their estate plan.

PACESETTERS $20,000,000 & above
Tad & Dianne Taube

VISIONARIES $10,000,000–$19,999,999
Barbara & Gerson z’l Bakar
Helen & Sanford Diller z’l
Marcia & John Goldman
Janet & Albert Schultz z’l
Helen Sarah Steyer
Patty Wolfe z’l

TRICIA HELLMAN GIBBS & TAD & DIANNE TAUBE

TAD & DIANNE TAUBE

PILLARS $5,000,000–$9,999,999
Laura & Gary Lauder
Bob & Connie Lurie
Barbara z’l & John Osterweis
Jack & Carolle Strauss z’l

GUARDIANS $3,000,000–$4,999,999
Jill & John z’l Freidenrich
Eleanore Gruebenbaum z’l
Hilda & Manfred Nammm z’l
Rob z’l & Eileen Ruby
Ellen & Raoul Wexberg z’l

SUSTAINERS $1,000,000–$2,999,999
Anonymous (2)
Ann & Irwin Bear z’l
Elizabeth Bing z’l
Doris & Ben Blum z’l
Helen C. Bulwik
Libi Capes
Michael Davis z’l
John & Catherine Debs
Meri & Joseph Ehrlich z’l
Bunny & Steven Payne
Myrna z’l & Tom Frankel
Robert z’l & Michelle Friend
Nancy & Stephen z’l & Grand Arnold A. Grossman z’l
Tricia Hellman Gibbs & Richard Gibbs
Carolen & Douglas Herst
Maurice Knabar z’l
Candee & Jack Klein

CATHY & JIM KOSHLAND
Harry, Ella, & Pearl Lapidaire z’l
Stephen S. & Maribelle B. Leavitt
Cindy & Steven Marion-Walker
Judith Moss z’l
Rosemarie & Alan Paul z’l
John Pritzker & Mo Pritzker
Lotte Ross z’l
Carol & Harry Saal
Jaclyn & Dan Safier
Edward I. z’l & Judith A. Schutzman
Elizabeth & Howard Shiffsw
Lisa Stove Pritzker
Valli Benesch & Bob Tandler
Dr. Ernest & Anna Thorn z’l
In honor of Bert & Mary Ann Tonkin z’l
Arthur Weil
Beverly & Bernard Wolfe z’l
In memory of Jim Wolfe z’l

BUILDERS $500,000–$999,999
Ethene & William Auslen z’l
Stephanie Block
Joe & Nancy Blum
Marian & Allan z’l Byer
Steven J. Cohen
Leonie J. Darwin z’l
Marion & Jack Euphrat z’l
Jesse & Joan Feldman z’l
Nanette & Richard Freedland
Mimi & Arthur z’l & Gauss
Howard & Susan Gefman
Chris & Warren Hellman z’l
Alvin H. Baum Jr. z’l
Frederick J. Isaac
Phyllis & Harvey Koch z’l
Mark & Debra Leslie
Fred & Yvonne Levy z’l
Joan R. & Howard H.
Mechalovitz z’l
Phyllis & Stuart z’l & Moldaw
Eleanor & Laurence z’l & Myer Mildred & Jeremiah Nissim z’l
Catherine & Michael Podell
Barbara & Richard z’l Rosenberg

DOROTHY & GEORGE z’l & Saxe
Ruth & Donald Seiler z’l
Hersh & Arna Shefrin
Lloyd & Lassie Ulman z’l
Dr. Marvin & Ilene Weinreb z’l
Anita & Ronald z’l Wornick

GREAT GIVERS $250,000–$499,999
Anonymous (3)
Dr. Bernard S. Aarons D.D.S. z’l
Marion Bacciocchi z’l
David Becker & Ann Peckenpaugh Becker
Barbara & Jerry Bentkowski z’l
Riva & David Berelson,
in memory of Gita & Henry Baigelman z’l
Amy & Matt Berler
Louis Briskin Memorial
Philanthropic Fund
Phyllis & David Z. Z. & Cook
Adele & William z’l & Corvin
Dana Corvin & Harris Weinberg
Jean & Charlie Davis
Leslee & Wayne Feinstein
The Daniel & Sandra Feldman Family Fund
Saul A. Fenster z’l
Nathan J. & Virginia H. Friedman z’l
Donny & Janie Friend
Peter & Luz M. Frohwein z’l & in memory of Hars & Fruhwein z’l
Marianne Goldman z’l
Olga & Stanley Goldsmith z’l
Richard B. Gump z’l
James Heeger & Daryl Messinger
Douglas M. & Mary E. Heller z’l
Rachelle Hirstio z’l
Sonia & Stephen Hurst
Lee z’l & Martin Katz
Barbara & Ron Kaufman
Karen & Brian Perlman
Rachel & Wilfred Kay z’l & in
memory of Peisach & Sara Katz,
& their children Sholom, Shimon,
Sima, Lea, Rachel, & Benjamin z’l

EMIL KNOPF
Adele z’l & Don Langendorf
Marvin Langsm z’l
Alvin & Rosanne z’l & Levitt
Galina & Lev Leytes
The William & Fern Lowenberg Family
Elizabeth Marcus z’l
Larry & Gladys Monroy Marks
Diane B. & Robert M. Neuhaus
Scholarship Fund, in memory of Eliza & Sigmund Neuhaus and
Rachel & Irving Benjamin
Robert & Jan Newman
Barbro & Bernard Osher
Shirley & Robert z’l & Raymer
Joyce & William Remak z’l
Sheri & Paul Robbins
In Honor of Rodef Sholom
Alan & Susan Rothenberg
George Sarlo
Seligman Family Foundation
Albert A. Shansky z’l
Dana & Gary Shapiro
Abra & Jordan Sills
Joel Steele & Jennifer Spitzer Family Fund
Howard M. Steiermann
Marlene & Marty Stein
Anne Steinman
David Steierman
Harold Stoll z’l Family Fund
Edward R. Stolman z’l
Sherman & Anne Strauss z’l
Ruthellen & Monte z’l & Tuole
Carol & Norm Traeger
Charles & Barbara Weiss
Paul & Barbara Weiss z’l
Carol A. Weitz
Howard & Lisa Wengr
Maurice D. White z’l
Seylon z’l & Rhoda Wolfe
Diane & Howard Zack
Hanna Zeidler-Jassman z’l
Mary & Harold Zlot
Jean & Richard Zukin z’l

CENTENNIAL LIVING LEGACY SOCIETY

Up to $249,999 permanent funds”, reaffirmed commitments at all levels or amount unknown

Anonymous (21)
Don Abramson
Hyman D. & Helen Z. Agid z’l
Maimoonah M. Ahmed
Jeanne & Philip Alper z’l
Beverly & David Altman z’l
Edith & Peter Allmann z’l
Hilde & Alfred Amkraut z’l
Helen & Milton Pearl z’l
Robert Charles Armstrong z’l
Millie & Aron Aronovosky z’l
Dr. Kenneth J. Arrow z’l
Marie Aslan z’l
Yetta & Morris Bach z’l

Sue & Ronald Bachman
Ralph & Estelle Bardoff z’l
The Barlow Family
Harry & Patty Battatt z’l
Jack Beckerman z’l
Joseph & Joyce Behar
Fritzi Benesch z’l

Annette M. Berger
Aline & Warren Berl z’l
Jean Katherine Bernstein z’l
Eleanor & Gerald Besson z’l
Crownie & Martin z’l Billik
Lenore Kay Bleadon
Judy Gold Bloom

All donors, including members of the Living Legacy Society who have previously informed the Federation of their intentions, are invited to be recognized in the listings of Centennial donors who intend to leave a legacy to the Jewish Community Federation and Endowment Fund.

If your name has inadvertently been omitted from the list of Centennial donors who intend to leave a legacy to the Jewish Community Federation and Endowment Fund, our sincere apologies.

Please contact Steve Brown, Senior Director, Gift Planning & Endowment Management at 415.512.6250 or SteveB@sfjcf.org.

List in formation, as of November 2023
Legacy of Generosity

Their intention to make a legacy gift, are invited to reaffirm their commitment to join the Centennial Campaign.

List in formation, as of November 2023

Jane Blumberg Goldberg z”l
Betty & John Blumlein z”l
Aviva Shiff Boedecker
Michael Borrus
Jerome & Dolores Braun
Margot E. Braun z”l
Dorothy & Arnold Breit z”l
Arthur & Lucille Brown z”l
Steve Brown
Martin & Geri Brownstein z”l
Neill & Linda Brownstein
Lynn Burrows Bunim
Jane & Sumner Burrows z”l
Irving David Caplan z”l
Rabbi Marvin Goodman & Eric B. Goldman
Ted Cutler
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Ted Cutl...
Create Your Jewish Legacy

For more than a century, the Jewish Community Federation and Endowment Fund has helped shape the contours of Jewish life in the Bay Area and overseas by responding to the many challenges and opportunities that arise.

By including a gift to the Federation in your plans, you can leave a permanent legacy for generations to come. Legacy gifts planned as part of the Centennial Campaign can create or add to Federation endowment funds—to become permanent sources of annual funding for the needs of tomorrow. You will be the reason the Jewish community can respond to emergencies, assure optimum care for those in need, initiate new programs tailored to the times, and build and support new facilities.

How would you like to leave your legacy?

The most common ways of leaving a legacy gift are:

• A gift in your will or trust: The most common way to plan a legacy gift is to specify a percentage, an amount, or the remainder of your estate. Provide this sample language to your estate planner:

To the Jewish Community Federation, 121 Steuart St., San Francisco, CA 94105, tax ID # 94-1156533 (“Federation”), I give [ amount / percentage of my estate / the remainder of my estate ] as a Centennial Campaign gift to be added to the permanent endowment funds of the Federation.

• Retirement account: Making the Federation a designated beneficiary can be an easy, tax-smart way to make a permanent difference. For pre-tax retirement accounts like a 401(k) or IRA, dollars that would incur income tax when left to heirs can be given to the Federation after your lifetime tax-free. Ask your retirement plan administrator how to make the Federation a primary beneficiary. Or, for couples, contact us for information on how to create your legacy with your retirement account after both your lifetimes.

• Life insurance: Ask your insurance provider how to make the Federation the beneficiary of a life insurance policy your family no longer needs. Or, donate the policy to the Federation during your lifetime and receive tax benefits.

• Donor advised fund: Designate the Federation as a beneficiary of your donor advised fund at the end of your lifetime. If you have an amount in mind, maintain that amount as a minimum balance in your fund.

• Life income gifts: Ask the Federation about charitable gift vehicles that pay you during your lifetime, provide tax benefits, and leave the remainder to the Federation.

• Current endowment gifts: Create a permanent source of funding for the Jewish community today. Gifts of stock or other property incur no capital gains tax, are eligible for a charitable deduction, and remove potentially taxable assets from your estate.

What do you want your Jewish legacy to be?

Centennial gifts allow you to decide on a gift purpose that perpetuates your values—and creates the most meaningful legacy for you and your family.

• Make your Annual Campaign gift continue past your lifetime by establishing a Permanent Annual Campaign Endowment (PACE) or Lion of Judah Endowment (LOJE). You can start a PACE or LOJE through your estate plan, or start building a fund now that extends your legacy into the future.

• Specify a field of interest and create endowed funding for an area that means the most to you. Examples include needs in Israel, financial aid for education, or assistance for seniors.

• Create a fund for the Jewish organizations that you would like to receive reliable annual support well past your lifetime.

• Provide the Federation with the most flexibility to help the community thrive and respond to future needs by leaving your gift to the Federation’s Unrestricted Endowment, which enables the Federation to provide seed funding for innovative programs, respond to emergencies, support new building projects, and enable the community to thrive.

Contact us at 415.512.6250 or gpe@sfjcf.org, or use the enclosed reply card to have a confidential conversation.

If you already have the Federation in your plans, and you are not listed in this newsletter, please let us know using the contact information above. We would appreciate the opportunity to thank you and, if you wish, recognize you as a member of the Centennial Living Legacy Society during your lifetime.
Leadership Matters: In Memoriam

Richard Rosenberg
Extraordinary leader, prolific philanthropist, trailblazer

Richard touched countless lives with his kindness, generosity, and unwavering commitment to the causes he cared about. His impressive achievements in business and his service as a respected veteran are a testament to his character and dedication. With his wife of 66 years, Barbara, Richard generously supported local and global Jewish organizations, the arts, science and medicine, elderly care, young adults, and universities, among others. At the Federation, Richard served as Chair of the Endowment Committee, member of the Centennial Campaign Committee, Capital Planning Committee, and more. Recognizing his steadfast dedication, he was awarded the Federation’s prestigious Robert Sinton Award for Distinguished Leadership.

Richard’s gifted leadership and compassionate generosity leave a legacy that will inspire and enrich the Jewish community for years to come.

Hilda Namm
Born in Berlin, Hilda escaped Nazi Germany with her parents and brother to Shanghai. She met her husband Manfred, also a Holocaust survivor from Berlin, after making her way to San Francisco. Hilda and Manfred enjoyed success in business, had two children, Evelyn and David, and were involved in the Jewish community. After Manfred’s death, Hilda continued to run their businesses and philanthropy. Hilda was a generous and unassuming donor and leader in the Jewish community, even becoming a bat mitzvah at the age of 94. May Hilda’s commitment to life and to the continuation of the Jewish people be a shining example for us all.

“Israel is very important to me because I lived through the Holocaust. I want to perpetuate the Jewish faith and ensure the future of Judaism, and I want to help needy people. I hope to achieve these goals through my gift to the Jewish Community Federation.”

Federation would also like to recognize these Federation supporting foundation donors and leaders for their dedication to the Bay Area and global Jewish community.

Don Chaiken
A successful entrepreneur, philanthropist, and leader, Don played a pivotal role in advancing Jewish institutions and the Bay Area residential landscape. Don and his beloved wife Carole z”l supported and led numerous organizations including the Jewish Federation and The Jewish Community Foundation of the East Bay. He had a passion for giving back, which he passed on to his daughters Jen, Dana, and Julie, and being a mentor to Jewish professionals and leaders. Don will be remembered for his intellect, caring nature, and dedication to making the world a better place.

Joseph Pedott
A renowned entrepreneur and philanthropist, Joe moved to San Francisco in 1958 and founded an advertising agency before gaining fame as a marketing product and slogan mastermind. Through his Federation supporting foundation, Joe empowered low-income students in the Bay Area to pursue higher education and helped build Hillels throughout California. His integrity, coupled with determination, leaves a legacy that will support the most vulnerable in the future.

Gerald Friedkin
Family and business—in that order—meant everything to Gerald. His approach to life was fully informed by Jewish values, traditions, and the value of giving back to the community. Following in his parents and grandparents’ footsteps, he dedicated his time, expertise, and resources to help the Jewish community thrive, focusing on his synagogue, Jewish education, and engaging the next generation. He held leadership roles at the East Bay Federation and other organizations for decades. Gerald will be remembered for his devotion to family, friends and the Jewish community.

We also remember David Altman, Martin Billik, Geraldine Brownstein, Melvin Gunsberg, Lenore Levin, and Adrienne Oliff, all of blessed memory.
Federation’s Endowment Funds: An Overview

The Federation’s Endowments, comprising nearly $375 million in assets under management, granted over $19 million in fiscal year 2022-23 to support the well-being of the Jewish community in the Bay Area and Israel. Grants ranged from providing financial aid for Jewish preschools, day schools, and camps to supporting the basic needs of vulnerable populations to arts and culture.

1. Impact Snapshot: Israel

The Federation manages more than $31 million in endowment funds for the benefit of the people of Israel. In fiscal year 2022-23, Israel-focused endowment funds granted over $1.5 million to organizations in Israel helping to resettle and acculturate new Israelis from diverse countries of origin including Russia, Ukraine, and Ethiopia; create equity, opportunity, and connections between Israelis across the social spectrum; and assist children and the elderly.

“In a matter of days, the Ukrainian teens in our absorption program who were embarrassed or reluctant to utter a Hebrew word started to toss words and phrases into their conversations. Instead of being a language of bureaucracy, Hebrew became the language of connection, games, group building, and self-expression.”
– Dror Israel staffer

### Endowment Assets Under Management, in millions

- Unrestricted Endowment $107.7
- Donor Designated Endowments $205.6
- Agency / Synagogue Funds $61.3

### Donor Designated Endowments by Area of Focus, in millions

- Israel $31.5
- Federation programs and services $32.7
- Human services $27.4
- Jewish identity and engagement $25.4
- Financial aid $29.0
- Other $9.5

1. Based on 6/30/2023 fund balances
2. Annual Campaign, special programs, community grants
3. Jewish preschool, day school, and camp; Israel travel; college
4. Secular arts, culture, education, civil rights, and social justice