

Your Centennial Legacy

NEWSLETTER FOR THE LIVING LEGACY SOCIETY, FALL 2014



Our Commitment to the Jewish Future

Dear Friends,

As many of you know, in 2010 the Jewish Community Federation and Endowment Fund marked its 100th anniversary and celebrated a century of rich and meaningful accomplishments. In April of 2011, FedFest 100 at Mission Bay brought the community together in a day of learning and festivities as we welcomed the beginning of the Federation's next century of supporting the local and global Jewish community.

Since then, I've had the honor to serve as chair of the Federation's Centennial Campaign, an extremely important new initiative to secure, in its first phase, \$100 million in endowment legacy gifts to protect the investments that we have made in our lifetimes, and to ensure that the organizations and programs that we have so proudly built will continue to thrive into the future. I am gratified that this initiative has been so warmly received in its initial phase, with significant early commitments from Centennial Committee members and others. It is now my privilege to extend an invitation for you to join us.

Let me tell you about my own motivation to leave a Centennial legacy. My family's roots in the San Francisco Bay Area run deep, and I learned from the generations that came before me how important it is to support our community. My grandfather, Daniel E. Koshland, Sr., was born in San Francisco in 1892. Together with my great uncle, Walter A. Haas, Sr., he transformed Levi Strauss & Co. from a small manufacturer of work clothing into a global corporation and household name. At the same

time, both of these great men worked to build the Jewish community, serving as civic leaders and early leaders of the Jewish Welfare Federation to support the neediest in the Jewish and general communities.

My father, Daniel E. Koshland, Jr., a scientist at UC Berkeley, followed closely in his parents' footsteps. As a significant philanthropist and a great champion for Israel, he was the ultimate example for me. My mother, Marian, was also a scientist and encouraged our family's philanthropy. Subsequently, I have committed myself—and my wife, Cathy, has done the same—to supporting both the Jewish and general community around us.

In order to ensure that the Federation is able to continue to respond to the inevitable changing needs and emergencies of the future, Cathy and I are proud to announce our unrestricted Centennial Campaign legacy gift, which will provide for the Federation's endowment after our lifetimes.

Along with our outstanding Centennial Committee members, I look forward to working with you to celebrate a successful and meaningful Centennial Campaign.

With gratitude,

Jim Koshland
Chair, Centennial Campaign
Jewish Community Federation and Endowment Fund

The Next 100 Years...

The Jewish Community Federation and Endowment Fund has helped shape the contours of Jewish life in the Bay Area and overseas by responding effectively to the many challenges and opportunities that continually confront us. For the first half of the 20th century, the Federation's efforts concentrated on meeting the basic needs of the Bay Area's Jewish community, helping first and second generation immigrants successfully integrate into American society. During the second half of the century, while continuing to address critical needs, the Federation expanded its focus to the crucial mission of supporting and rescuing Jews throughout the world and to safeguarding and nurturing the new state of Israel.

The Federation's Centennial comes at another inflection point in time as the Federation meets new challenges, responds to current needs, and supports the many different ways in which a diverse group of Jewish individuals and families chooses to engage in the community.

You can help determine the type of community our children and grandchildren will inherit.

You are invited to join in safeguarding the future of the Jewish community so that it may endure and flourish for the next 100 years and beyond by leaving a legacy in your estate plan or during your lifetime to the Federation's Centennial Campaign in an area of your interest.



The Schultzes' Centennial Legacy



Janet, z"l and Albert, z"l Schultz believed strongly in *tzedakah* and gave generously in their lifetimes to support the Jewish community. They shared a passion for ensuring Jewish continuity and, as their philanthropy grew and became more strategic, they created the Albert and Janet Schultz Supporting Foundation at the Federation to serve as the vehicle through which they could put their values into action.

Upon moving to the Bay Area in 1979, Al and Janet became involved in the Jewish community and the Federation. Al joined the board of the Palo Alto JCC, and, when he noticed

puddles on the floor of the old gymnasium due to a leaky roof, he stepped up with a \$500,000 gift, resulting in the naming of the Albert L. Schultz Jewish Community Center in 1982, and serving as the catalyst for other donors. In 2014, following Al and Janet's wishes, the directors of the Albert and Janet Schultz Supporting Foundation awarded grants totaling \$11 million to the Federation's Centennial Campaign, creating restricted funds at the Federation to permanently endow programs that were important to Al and Janet: the **Albert and Janet Schultz Overnight Campership Fund** to provide need-based camperships for children to attend Jewish overnight camps; the **Janet and Albert Schultz Gift of Israel Fund** to assist Bay Area teens and young adults to participate in educational trips to Israel; and, the **Albert and Janet Schultz Leadership Initiative** to cultivate Bay Area Jewish leaders through participation in the annual Wexner Heritage Leadership Program. These life-changing legacy gifts will enrich thousands of lives and make this community stronger for generations to come.

"Programs to help youth maintain their Jewish identity—such as day schools, camps, teen trips to Israel—are especially important to us."

The Goldmans' Centennial Legacy



To **Marcia and John Goldman**, legacy and tradition are principles that have inspired them to engage in countless acts of philanthropy, volunteerism, and leadership throughout our community. John followed in the footsteps of his parents and grandfather to give of his time and talent to lead the Federation and strengthen the community in a profound way. "The Federation has always been, and continues to be, the cornerstone of my service to the Jewish community," said John as he was installed as the 24th Federation president, in 2000. "The organization stands for all that we as a people strive to accomplish: helping those in need, striving to make for a better world around us, strengthening the future of Jews everywhere."

In addition to his presidency, John's decades of involvement with the Federation have included chairmanship of the Israel and Overseas Committee and Annual Campaign, membership on the Endowment Committee, which his mother chaired, and recognition with the Dinkelspiel Award for outstanding service by a young leader. Marcia served as chair of the Federation's Kohn Fund, focusing on grantmaking in the areas of education and youth, with

a preference for programs in leadership development and training, children with special needs, and at-risk youth.

In appreciation of the Federation's rich and meaningful past, and with an eye toward the needs of the Jewish community of the future, Marcia and John have once again stepped up as leaders with a \$10 million commitment to the Centennial Campaign. A portion of this gift has been funded during their lifetime to endow the Federation's Jewish Teen Foundation of the South Peninsula. The remainder, a testamentary gift, will create the John and Marcia Goldman Leadership Development Fund, to provide a continuum of leadership development programs aimed at training young leaders to serve the Jewish community in creative and meaningful ways for generations to come.

"The Federation has always been, and continues to be, the cornerstone of my service to the Jewish community."

The Lauders' Centennial Legacy



As a young married couple, **Laura and Gary Lauder**, inspired by the values of generous and passionate parents and grandparents, began their philanthropic journey to pursue *tzedakah* and do their part to make the world a better place. Through the years, the couple developed into philanthropic leaders whose impact has been transformational. Among their guiding principles is to “understand philanthropy as a lifelong responsibility and challenge, changing and evolving with the demands of time.” As current vice-chair of the Endowment Committee, Laura is making it her responsibility to ensure that emerging philanthropists develop a similar understanding.

Laura and Gary's primary Jewish community interests have revolved around excellence in Jewish day school education, building communal infrastructure through generous capital grants, and providing support to Bay Area Jewish organizations. Their passion for leadership and social justice has also extended outside of the Jewish community.

Building on Gary's father Leonard's involvement in the Aspen Institute think-tank, Gary and Laura co-founded

"The Torah commands us to be philanthropic, and we feel significant responsibility to give back to our community and do our small part in making the world a better place."

the Institute's prestigious Socrates Society. Socrates seminars allow for exchange of ideas among emerging and recognized leaders, fostering exploration of contemporary issues and discussions on pressing leadership challenges among entrepreneurs, venture capitalists, representatives of government, nonprofit organizations, academics and journalists.

Linking their professional expertise in venture capital with a deep commitment to social change, Laura and Gary became attracted to the methodology of “venture philanthropy,” a high-engagement approach that aims to leverage resources to catalyze change and invest in great leaders who stimulate innovation. As an early supporter of the Jewish Teen Foundations program and as the impetus behind the Impact Grants Initiative, Laura has successfully guided the Federation's adoption of this style of strategic granting.

Laura and Gary were among the first to make a Centennial Campaign gift, through a twenty-year trust to fund philanthropic education at the Federation, combining their experience in philanthropy with their desire to lead by example. Their gift will bring excellence and innovation to the field of philanthropy by educating donors and clients on cutting edge developments, providing forward-thinking funding opportunities, and supporting multi-generational philanthropy within families. Even as community needs change and the field of philanthropy evolves, their legacy will help secure the Federation's role in developing and engaging leaders to ensure the community's future.

The Bakars' Centennial Legacy



For decades, **Barbara Bass Bakar and Gerson Bakar** have graced the Bay Area with their philanthropic energy, vision, and resources—and they continue to do so today. Following years of significant support for the Jewish community, they recently committed to the Centennial Campaign via a testamentary Perpetual Annual Campaign Endowment (PACE), as well as an additional contribution to the unrestricted Endowment Fund.

Barbara is the founder and president of ACHIEVE, a scholarship and enrichment program serving low-income students in the Bay Area. She was formerly president and CEO of Emporium Weinstocks and of I. Magnin; and, in addition to other boards on which she has served, she is a member and former chair of the UCSF Foundation Board and served on the Federation's Endowment Committee.

"I just hope the things Barbara and I have been involved in are of lasting quality, and that will be our legacy."

Gerson has played a major role for more than 25 years on the Federation's Endowment Committee. He has also served as co-chair of the San Francisco Museum of Modern Art's Building Committee; chair of the Menorah Park Building Committee; founding director of BRIDGE; and, a founding member of the Bay Area Life Science Association, a nonprofit formed to assist in the development of the UCSF Mission Bay campus. Barbara and Gerson are major contributors to the University of California, San Francisco and the University of California, Berkeley. They are currently developing a program at Berkeley to support innovative research by young faculty and help them bring their discoveries to the market. The Bakars have made profound contributions to the Jewish community through their support of numerous projects and agencies, including the development of the San Francisco JCC, Menorah Park, and the Gary Shupin House, administered by Jewish Family and Children's Services. Their ongoing legacy to the Jewish community is an inspiration for others and for all those who are yet to come.

The Bears' Centennial Legacy



Ann, z"l and Irwin, z"l Bear inspired their friends and community throughout their lifetimes, as enthusiastic volunteers, generous philanthropists, and community leaders. Passionate about furthering the role women play in philanthropy, Ann's Lion of Judah Endowment (LOJE), funded through a life insurance policy, will maintain her Lion of Judah gift to the Federation's Annual Campaign in perpetuity.

Ann and Irwin established a Donor Advised Fund (DAF) to serve as a useful vehicle to manage their philanthropy. The remainder of the fund and Ann's individual retirement account (IRA) were left to the Federation's unrestricted Endowment to meet emergency community needs, seed-fund new initiatives, and support the community's growth through capital projects. In addition, Ann and Irwin funded three Charitable Gift Annuities, benefitting from annual income during their lifetimes and now supporting the community.

Through thoughtful planning, Ann and Irwin's legacy to the Federation totaled over \$1 million to the Centennial Campaign, which will be used to support and sustain the community for generations to come. Ann and Irwin were consummate Federation volunteers, and their legacy will be everlasting.

"We strongly believe in the continuity of the Jewish people. It is our responsibility to take care of those in need, and we're hopeful that our legacy will help build a strong Jewish community."

Opportunities for Creating Your Legacy

Provide a stable resource for future generations through the Federation's Endowment

The most versatile way to ensure a strong Jewish community is by giving to the Federation's unrestricted Endowment, which focuses on seed-funding innovative programs, responding to emergencies, and supporting capital projects that sustain the infrastructure of our community. The Endowment enables community leaders to meet the unforeseen needs of tomorrow, through the lens of deeply instilled Jewish values.

Sustain an annual gift in your name to the Jewish Community Federation in perpetuity

A Permanent Annual Campaign Endowment (PACE) or Lion of Judah Endowment (LOJE) will ensure that your gift to the Federation to provide critical support for communal needs at home and abroad is everlasting.

Match your values and interests with communal needs

Create your legacy by establishing or contributing to an existing Fund. Examples include:

The Centennial Scholarship Fund to provide a spectrum of need-based scholarships to Jewish preschools, day schools, day and overnight camps, and teen Israel experiences.

The Centennial Interfaith Fund to ensure high quality and welcoming interfaith programming.

The Centennial Birthright Fund to provide immersive Israel experiences and ongoing engagement for Jewish young adults.

The Centennial Fund for Seniors to take care of our elderly's most basic needs: food, shelter, health services, social and cultural experiences, and transportation.

The Centennial Fund for Young Leaders to provide training and education to ensure a strong cadre of Jewish leaders for our community.

The Centennial Fund for Israel to address pressing social issues and strengthen Israel as a pluralistic, democratic and just society with equality of opportunity for all its citizens.

The Centennial International Relief Fund to provide funds for food, relief, and social services for Jews living outside the U.S.

The Centennial (Name the JCC, Day School, Agency of your choice) Fund to help ensure that the network of services that are the lifeblood of our community will be available to future generations.

ACT NOW! Start the conversation about your personal legacy plan by calling Linda Solow Jaffe, Director of Gift Planning, at 415.512.6232 or email LindaJ@sfjcf.org.

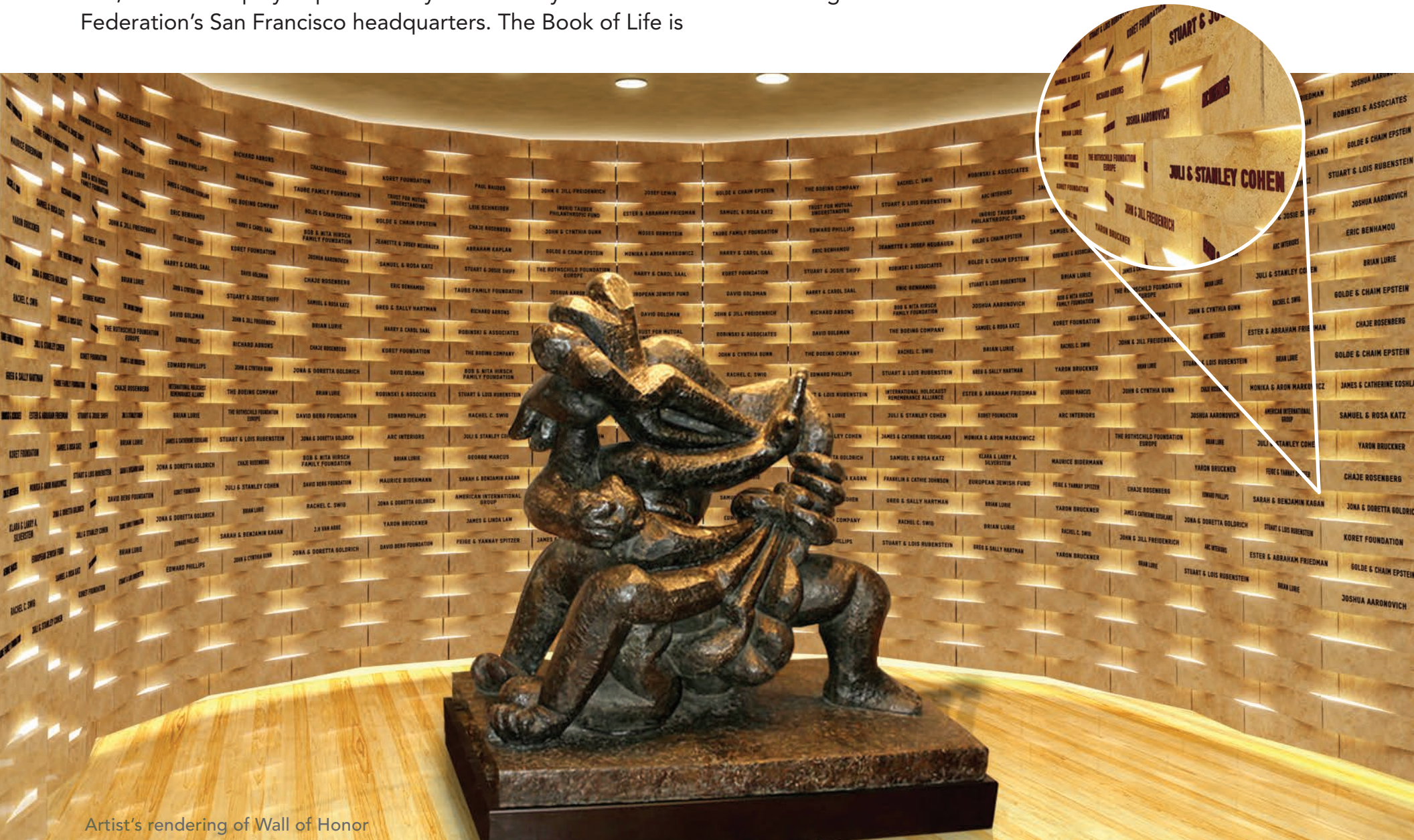
In Recognition of Centennial Donors

The Centennial Campaign will provide numerous opportunities for donors to be recognized and celebrated, and to share their motivations for leaving a legacy gift for future generations.

Centennial donors of all amounts will be recognized (with your permission) in a donor honor roll to be displayed digitally in all Federation locations and will be honored at a special event. All Centennial donors will also be invited to compose and sign a personal message in the Book of Life, which is displayed prominently in the lobby of the Federation's San Francisco headquarters. The Book of Life is

filled with poignant testimonials of the values, achievements, and motivations of those who choose to invest in the community's future by leaving a legacy gift to the Jewish Community Federation and Endowment Fund.

A beautiful new **Wall of Honor** in the Federation's headquarters, with digital replicas in regional offices, will be created to recognize Centennial donors whose gifts begin at \$250,000. As a Centennial donor, your generosity will leave an indelible imprint on the Jewish community and will inspire others for generations to come.



*If I am not for myself, who will be for me?
If I am only for myself, what am I?
And if not now, when?*

The following is a list of REALIZED Centennial gifts from donors who have funded their gifts since the Federation’s Centennial year, beginning January 1, 2010. Many of these donors, of blessed memory z”l, made their gifts through bequests or other estate plans. Others listed here have chosen to fund their Centennial gifts during their lifetimes.

Anonymous	Flora Greenhoot	Helen and Milton Pearl
Philip Alper	Rachelle Hirstio	Ingeborg and Leonard Ratner
Edith and Peter Altmann	Gerald Hoytt	Joyce and William Remak
Hilde and Alfred Amkraut	Ellen and Robert Jasper	Edward and Miriam Robinson
Robert Armstrong	Raymond Kaliski	Ray Rosenman
Marie Aslan	Dorothy and Harry Kallberg	Julius and Barbara Roth
Ethnea and William Auslen	Barbara and Ron Kaufman	Phyllis Rubinstein
Yetta Bach	Isabel Kaufmann	Wendy Croft Salinsky
Estelle and Ralph Bardoff	Rachel and Wilfred Kay	Janet and Albert Schultz
Ann and Irwin Bear	Phyllis Koch	Ruth and Donald Seiler
Fritzi Benesch	Morris Krantz	Daniel Simon
Doris Blum	Marvin Langsam	Elsie Stevens
Elaine Dallman	Pearl Lapidaire	Harold Stoll
Leonie Darwin	Laura and Gary Lauder	Edward Stolman
Annette Dobbs	Albert Leaver	Anna and Ernest Thorn
Meri and Joseph Ehrlich	Greta and Eric Livingston	Charlene and Sidney Tuchman
Janet and Louis Fisher	Margit Lowenstein	Geraldine Wacholder
Martin Fleishman	Eleanore and Gerald Marcus	Joseph Wahed
Louise Ginsburg	Marlyn McClaskey	Helen and Lewis Weil
Natalie and Abraham Goetz	Ruth Morse	Margot and Ernest Weil
Doris Grasshoff	Mildred and Jeremiah Nissim	Ellen and Raoul Wexberg
Lorene and Samuel Greenblat		Beverly and Bernard Wolfe

*The Jewish Community Federation and Endowment Fund is grateful to the generous donors profiled in this publication and others who have made early commitments to leave a legacy gift to the Centennial Campaign through their estate plans. Future Centennial listings will include **all donors**, including members of the Living Legacy Society, who confirm their intention to leave a testamentary or lifetime legacy gift to the Federation and give permission to publicize their names.*



CENTENNIAL CAMPAIGN COMMITTEE

Jim Koshland, Chair

Gerson Bakar, Adele Corvin, Steven Fayne, John Freidenrich, John Goldman, Nancy Grand, Stephen Grand, Warren Hellman, z”l, Ron Kaufman, Laura Lauder, Bernard Osher, John Pritzker, Richard Rosenberg, Alan Rothenberg, Dan Safier, Donald Seiler, z”l, Roselyne Swig, Harold Zlot

For more information on how to participate in the Centennial Campaign, please contact: Linda Solow Jaffe, Director of Gift Planning, at 415.512.6232 or LindaJ@sfjcf.org.