

Your Centennial Legacy

NEWSLETTER FOR THE LIVING LEGACY SOCIETY, FALL 2021

Leadership Matters

Since 1910, Federation leadership has always been cognizant of the past while planning for what's ahead. The Centennial Campaign was inaugurated in 2010 to safeguard that future with legacy gifts to ensure Jewish continuity.

Jim Koshland has chaired that Centennial Campaign since its inception and personifies how excellent stewardship can leave an enduring footprint. As he hands the baton to the next Centennial Campaign Chair at the end of 2021, the Centennial Campaign stands at \$215,907,991 from 368 donors and families as of June 30, 2021.

This represents the largest Federation fundraising effort in its history. Like Jim, each Centennial Campaign donor is continuing to carry out the vision of those who came before them.

During his tenure, Jim was supported by a stellar Federation Centennial Committee consisting of: Gerson Bakar z"l, Adele Corvin; Steven Fayne, Richard Fiedotin, John Friedenrich z"l, John Goldman, Nancy Grand, Stephen Grand z"l, Jim Heeger, Warren Hellman z"l, Tom Kasten, Ron Kaufman, Laura Lauder, Bernard Osher, John Pritzker, Richard Rosenberg, Alan Rothenberg, Dan Safier, Donald Seiler z"l, Arthur Slepian, Roselyne Swig, and Harold Zlot.

The Endowment Committee was also chaired by a dynamic leader, Laura Lauder, who helped oversee, steward, and grow the Federation's endowment funds. A few examples of her innovative leadership include introducing new philanthropic models and partnerships including impact investing



Jim Koshland

opportunities and raising emergency funds for Hebrew Free Loan during COVID-19 during a deluge of need.

Jackie Safier, Chief Executive Officer at Prometheus Real Estate Group, noticed that the Federation building, particularly its community areas, needed refurbishment. With her keen insight of how surroundings can affect people working within a space, she performed an unprecedented heroic act, volunteering to personally donate the funds and supervise upgrading of the building at 121 Steuart Street.

Leadership matters! The Federation and the Jewish community are fortunate to have this strong pipeline of dedicated and generous leaders who lend not only their resources, but their precious time.



Centennial Wall

The Wall of Honor is the centerpiece of the Federation's lobby and stands as an enduring tribute to the Centennial donors' extraordinary generosity, recognizing those individuals and families whose gifts begin at \$250,000. The individual Jerusalem stones in the sculpted wall allow new donors to be added and celebrated each year. Centennial donors at all levels will be prominently recognized. ¹

Centennial Campaign Committee members, left to right: Ron Kaufman, Harold Zlot, Roselyne Swig, Alan Rothenberg, Tom Kasten, Adele Corvin, Jim Koshland, Danny Grossman, Laura Lauder, Richard Rosenberg, Gerson Bakar z"l, and Dan Safier

Bringing Light to Our Communal Spaces



Jackie, Josh, Lauren and Dan Safier



Boardroom With Windows



Lobby



Hallway Highlighting Federation Leadership



Jackie Safier

In the sweep of Jewish topography, between our homes and our sacred spaces, there are very few places that have the potential to bring us together as a community. Jackie Safier saw this opportunity in the Federation's building which had not been renovated since its construction in over a quarter of a century.

"You know, it's a wonderful building that previous donors provided to the community and a great location, but it hasn't ever been refurbished," Jackie said. "We saw the opportunity to add windows with a view to the Bay Bridge, bring in natural light, and create a special environment to hopefully last a very long time." Jackie is a hands-on philanthropist in areas where she can lend her expertise including capital projects. Accordingly, it didn't take long for her vision to be enacted. "I hope it functions as a welcoming gathering place that brings the Jewish community together." Jackie and the Helen Diller Family Foundation have spent many years and millions of dollars creating special spaces and supporting causes from the arts to education, to healthcare.

Of course, one of their greatest philanthropic passions is the Diller Teen Fellows Initiative and the Diller Teen Olam Awards created by her mother, Helen Diller, of blessed memory.

"I think physical environment and design affects how we feel. We can have a totally different experience meeting in an exceptional environment."

– JACKIE SAFIER

Jackie's husband, Dan, has also served in important leadership roles at the Federation, including as Chair of the Endowment Committee. Their daughter, Lauren, participated in the Diller Teen Fellows program which utilizes the Federation building space.

"I think my parents were amazing role models and set a wonderful example. And being exposed to all that they did in philanthropy and in the Jewish community shaped my interests to this day. So I think we're essentially just continuing what they started."

Not only is Jackie continuing the work of Sanford and Helen Diller, but she is also building upon it. The Federation is immensely grateful for the new gathering space for years to come and the vision for making it happen.

Ensuring Jewish Community



Eileen Ruby

“Our lives have been made immeasurably richer by participation in the Jewish community whose continuation we believe to be essential to the health and vitality of the world in which our son and future grandchildren will be living.” ^Á

- EILEEN RUBY

Several years ago, not long before he passed, Rob Ruby, of blessed memory, wrote a short passage in the East Bay Federation’s Book of Life. In two powerful sentences, Rob articulated why he and Eileen—who both served as presidents of the East Bay Federation—were so committed to the Jewish community and why they ultimately decided to endow their gifts.

“And that’s exactly how I feel today,” said Eileen. “Judaism has been valuable in our lives. The community has been valuable in our lives. We think it’s valuable to the world and we want this for other people. We want a world where there’s Jewish community and there’s a place for the next generation and the generation after that to go...” Toward that end, not only have the Rubys designated bequests to the Federation, but to Berkeley Hillel, BBYO, Temple Sinai, and Hebrew Free Loan.

“I grew up in Detroit. Where even if you didn’t engage, there was a de facto Jewish community that you just

became part of. Even if you didn’t know anything about Judaism... which I didn’t,” said Eileen. But when she moved to San Francisco, met Rob, the love of her life, and some other friends who were “doing Jewish things”—mostly at the Federation—her commitment to our community became much more purposeful. As their careers took off, he as a lawyer and she in the jewelry business, so did their care and passion for the Jewish community. And it’s a passion she maintains to this day.

The Federation and the Jewish community are fortunate to have Eileen’s ongoing leadership in important efforts supporting our pandemic affected global society.

“We’ve been the lucky beneficiaries of a legacy passed down to us by those in earlier generations, who invested in the Jewish community, we want to do everything in our means to ensure that Jewish life continues to thrive locally and abroad.”

- EILEEN RUBY

Legacy of Generosity

ments in writing, or established permanent funds since the beginning of the Federation's reaffirmed their intention to include the Federation in their estate plan.

List in formation, as of August 31, 2021

Annette Dobbs z"l	Tom & Kendra Kasten	Ray H. Rosenman z"l	Otto & Idell Weiss z"l
Edith & Benjamin Dorfman z"l	Isabel F. Kaufmann z"l	Gerald B. Rosenstein z"l	Suzanne H. Weiss z"l
Donald Drapkin z"l	Allen & Hannah King	Marjorie S. Rosenthal z"l	Malka Weitman & Eric Strauss
Dr. Ronald S. Dunn	Vivian & Sidney Konigsberg z"l	Maureen & Paul Roskoph	Erna & Herman Wertheim z"l
Maxyne Earl z"l	Peter z"l & Carol Kornfeld	Lotte Ross z"l	Frederic Whitman z"l
Dr. Jack & Seena Elfant z"l	Stephanie & Morris z"l Krantz	Luba R. Ross	Gail Wilensky
John L. & Linda L. Elman	Bernis & Larry Kretchmar	Barbara & Julius Roth z"l	Kathy Roberts Williams
Barbara & Jeff Farber	Linda & Frank Kurtz	Lottie L. & David T. Rothschild z"l	Joseph & Doris Willingham
Wesley z"l & Bonnie Fastiff	Virginia Ladensohn z"l	Esther Rubin z"l	Celina (Basia) & Jacob Wisniewski z"l
Sylvia & Michael z"l Felsenstein	Jack Langsam z"l	Phyllis Rubinstein z"l	Gerda Wodlinger z"l
Doris & Donald z"l Fisher	Albert Leaver z"l	Ellen & Jerry Saliman	Margaret & Martin Zankel
Louis & Janet Fisher z"l	Maryan Lebell z"l	Ethel Salwen z"l	David & Rosalie Zemansky z"l
Dr. Martin Fleishman z"l	Warren G. Lefort	Howard R. Samuel z"l	Mark Zitter & Jessica Nutik Zitter
Susan & David Folkman	J. B. Leibovitch & Judy Chun	Loren & Shelley Saxe	Alanna Zrimsek & Morton z"l Levin
Eleanor z"l & Albert Fraenkel	Joseph J. Levin	Gail Schlachter z"l	
Lilli & Max Frank z"l	Lenore & Lewis B. z"l Levin	Adrienne & Norman Schlossberg	
Nanci & Gary Fredkin	Harold & Phyllis Levy z"l	John R. Schwabacher	<i>z"l – Zichrono Livracha, of blessed memory</i>
Isabelle & Edgar Freuder z"l	Janet Lewis z"l	In Memory of Gerald Seltzer z"l	
Mara & Rudolph Friedman z"l	Lucille & Henry z"l Libicki	The Russell-Shapiro Family	
Rebecca & Seymour Fromer z"l	Mel & Bettie Lichtman z"l	Grace Shulman z"l	
Louise H. Ginsburg z"l	Greta & Eric Livingston z"l	Nathan z"l & Rebecca Siegel	
Dr. Abraham & Natalie Goetz z"l	Eva T. Lokey z"l	Harry & Juliette Silver z"l	
Sylvia & Captain Walter Goldenrath z"l	Margit Lowenstein z"l	Edward Silverberg z"l	
Eric B. Goldman	Hans Lowhurst z"l	Alice & Daniel Simon z"l	
Kurt Goldstrom z"l	Caroline & Brian Lurie	Esther & Richard Sirinsky	
Adean Golub	Lois & George Maisels z"l	Emily Skolnick z"l	
Rabbi Marvin Goodman & Deborah Kelman	Abraham Malaster z"l	Mildred Snitzer z"l	
Ruth Gordon z"l	Susan & Jay Mall	Joanne W. Sobel z"l	
Doris Livingston Grasshoff z"l	Elie & Gerry Marcus z"l	Vivian Solomon z"l	
William & Frances Green z"l	Melville Marx, Jr. z"l	Frank Solomon, Jr. z"l	
Lorene & Samuel Greenblat z"l	Marlyn G. McClaskey z"l	Valerie Sopher	
Harold P. Greene z"l	Barbara J. Meislin / Purple Lady Fund	Susan Wander Sorkin	
Flora Greenhoot z"l	Allen & Cecilia Meyer	Paul Spitz z"l	
Charles P. Gresham z"l	Frank G. Meyer	Walter R. Steinberg z"l	
Daniel Grossman & Linda Gerard	Howard J. & Eleanor W. Miller z"l	Ruth S. Steiner z"l	
Judith Grossman z"l	Erika Miller z"l	Elsie M. Stevens z"l	
Eleonore Gruenebaum	Susan & Bill Mirbach	Jennifer Stoeck	
Erna z"l & Guenter E. Gruschka	Ruth Morse z"l	Merna Strassner	
Dr. & Mrs. Melvin Gunsberg	Milton Mosk	Anne Strauss	
Peter Haas, in memory of his parents Ernst & Helen Haas z"l of Portland, OR	Mark Moss & Lisa Braver Moss	Dr. & Mrs. Irving B. Tapper z"l	
Susan Hamlin	Charlotte Newman z"l	Herman P. & Sophia Taubman Philanthropic Fund	
Helen z"l & Arthur Hausman	Leah Noher	Isabelle & Lawrence Tomsky z"l	
Phyllis C. Helfand	Adele R. Passalacqua	Charlene & Sid z"l Tuchman	
Ida G. Hodes z"l	Helen & Milton Pearl z"l	Gertrude Vederoff z"l	
Gerald Hoytt z"l	Rose Penn z"l	Dr. Walter & Dorothy R. Vogel z"l	
Dr. Alex & Bernadette Inkeles z"l	Herbert & Frances Perkins z"l	Myron & Jerrie Rubenstein Wacholder z"l	
Robert & Lois Jacob z"l	Caryl Lancet Ritter	Joseph z"l & Kathi Wahed	
Barbara R. Jacobs	Frances Pivnick z"l	Thomas L. Waite z"l	
Phyllis & Alvin Janklow	Lilly Radcliffe z"l	Marilyn Waldman	
Ellen & Robert Jasper	Ingeborg & Leonard Ratner z"l	Alfred & Lee Weber z"l	
Raymond Kaliski z"l	Cecil P. Reeves z"l	Margot & Ernest Weil z"l	
Dorothy & Harry Kallberg z"l	Joyce Baker Rifkind	Lewis & Helen Weil z"l	
Joel Kamisher	Gloria & Milton Roberts z"l	William & Roschelle Weiman z"l	
Rosemary & Daniel Kaplan, in memory of Lisabeth Kaplan z"l	Jerome Robinson	William & Arden Weinberg z"l	
	Miriam & Eddie Robinson z"l	Michael S. Weinberger z"l	
	Samuel Rodetsky z"l	Dr. Raymond L. & Marilyn K. Weisberg z"l	
	Norman Rogers z"l		
	Patricia & Robert Ronald		

of their intention to make a legacy gift, are invited to reaffirm their commitment now to join the Centennial and to leave a legacy to the Jewish Community Federation and Endowment Fund, our sincere apologies. Officer, at 415.512.6428 or email JoyS@sfjcf.org.

From Those Who Came Before Us



Jamie Weinstein

Jamie Weinstein is one of the youngest Endowment Committee chairs in Federation's history. So it is not surprising that he brings a fresh perspective and vitality to his newly assumed role. But along with his relative youth is a keen insight into the Jewish community that one would normally associate with someone many years his senior. And the seeds for that wisdom were planted by his mother and father.

"My values and my experience of Judaism were framed through the lens of my parents. They had leadership roles in our synagogue, we had bar and bat mitzvahs, we went to Jewish summer camp, Shabbat dinners... and it all contributed to giving me a sense of Jewish identity," Jamie said. "And then when I had a family of my own, I knew it was now incumbent upon me to do the same thing for my children as my parents did for me."

Accordingly, as Jamie's Jewish journey brought him from his childhood in Miami to Princeton to New York to the Bay Area, he has applied those same values to his philanthropic endeavors and the Jewish community at large. And he has ascended the Federation ranks to his current position as chair of the Endowment Committee. That sense of communal responsibility has risen to what he considers to be an inviolable trust.

"The endowment is an intergenerational gift from those who came before us. It's supposed to last in perpetuity. So I look at my role as serving as the ultimate fiduciary for those generous people who are no longer with us... to be their conscience," said Jamie.

Of course, an Endowment Committee chair not only has to honor the past but to look to the future. "I want to continue to push and develop ways for us to amplify the impact of the philanthropic dollars that we have the ability to grant," Jamie added. Toward that end, he will continue working through the community and with other funders to "find opportunities to create force multipliers on our capital."

Jamie's experience as a "professional investor" and Managing Director, Portfolio Manager and head of corporate special situations at PIMCO gives him a practical, fact-based perspective on the most effective role Federation can play in terms of making an impact in the community, enabling the Federation to be a "connector, convener, idea generator" and vehicle to propel initiatives forward. "We don't have enough capital on our own to solve every community need or fix every problem or drive every new initiative," Jamie said. "So we have to find ways to amplify what we have and create the opportunities for other effective organizations to catalyze change and help initiate new ways for people to access the Jewish community."

"Who's looking out for everyone else? Who is there to fill the gaps? Who's there to push the new? Who's there when there's a need that's been identified but isn't fully understood? Who's there when there is an emergency? Who's there when there's an organization that's trying to grow strategically and does not know where to turn to? That's the purpose of the Centennial Campaign."

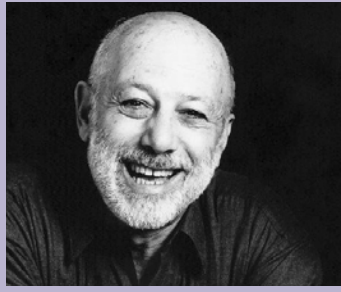
– JAMIE WEINSTEIN

In Memoriam



Stephen M. Grand, z"l
"We believe it is our responsibility to use that blessing to do good things for others and the world. Anything else would be irresponsible, foolish or selfish."

– J. The Jewish News of Northern California



Alvin H. Baum Jr., z"l
"It has been satisfying to participate in assuring the continuity of Jewish and LGTQ communities and attempting to develop more fully in both of these in which I anchor my identity."

– Alvin H. Baum, Jr.
Book of Life message



Ruth & Don Seiler, z"l
Ruth and Don Seiler were a team. In Don's words, "If you've done well, there's an obligation to give back. It does good things, makes you feel good about yourself, gives you self-confidence."

– Palo Alto Online



Allan Glenn Byer, z"l
"Apparel manufacturer, real estate owner and operator, member of the San Francisco Giants ownership, dedicated to family, and a generous philanthropist with a special interest in the Jewish community."

– Phyllis Cook



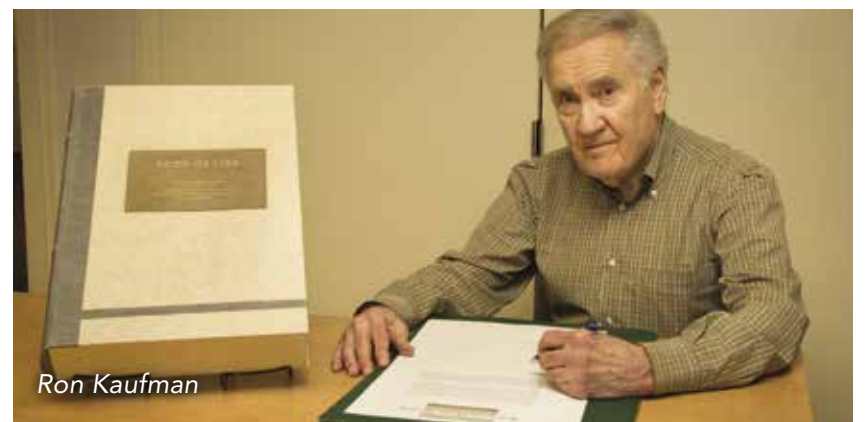
Ronald C. Wornick, z"l
Ron strengthened our community through his philanthropic resources, entrepreneurial skills, and his passion for Jewish life.

– Danny Grossman, CEO, Jewish Community Federation and Endowment Fund

The Book of Life

A Road Map for Generations to Come

The Book of Life is a stunning work of art that houses a unique treasury of testimonials from local donors, recording their ideals and motivations for keeping our Jewish community strong and healthy. Designed by renowned Bay Area artist Joseph Goldyne, the book is prominently displayed in the Federation's building at 121 Steuart Street in San Francisco. All Centennial donors are invited to compose messages that will permanently document the personal thoughts, stories, and values that deepened their Jewish identity and inspired their philanthropy. Along with being included in the Book of Life, donors who have made commitments of \$250,000 or more have their names inscribed on Jerusalem stone in the artistically crafted Wall of Honor, located in the Federation's lobby.



Ron Kaufman

"Our dream is of a vibrant Jewish Community Federation that continues to provide aid and leadership for all the needs of Jews—here and overseas—from generation to generation." Á
– RON KAUFMAN

Invest in the Jewish Future

Create a legacy tailored to your special interest and needs. Á

One way to ensure that your annual Federation gifts live on in perpetuity is to establish a Perpetual Annual Campaign Endowment (PACE) or a Lion of Judah Endowment (LOJE) in your name. You can also establish or add to a special purpose fund in an area of importance to you. Perhaps you would like to make a gift to the Federation's endowment for seed projects or emergencies, or create another fund that will meet the future needs of the community.

Choose your gift vehicle. The simplest and most common way to make a legacy gift is through a bequest, which is a gift from your will or trust. Another vehicle—with great tax advantages—is your retirement plan (401(k) or IRA). To benefit from additional income during your lifetime, consider a charitable gift annuity or a charitable remainder trust. Life insurance, gifts of real estate, or other appreciated property are also options that may provide significant tax savings.

Contact us. You can reach us at 415.512.6428 to have a confidential conversation about your philanthropic and estate planning goals.

Today's Leaders Rising to the Occasion

Over the years, thanks to the foresight of generous Bay Area donors, endowed funds were established with the Federation to ensure that funds could be available to be allocated wisely for unforeseen needs.

This visionary safeguard was recently called upon during the rapid progression of COVID-19, when many turned to the Jewish community for comfort, care, and connection during uncertain and chaotic times.

Unrestricted legacy gifts allow us to meet the most urgent needs in the moment, with flexibility.

In 2020, the Federation quickly established the COVID-19 Response Fund Task Force—chaired by John Goldman, and with the Endowment Fund, chaired by Laura Lauder, mobilized quickly. Here are a few examples of how they worked together to immediately take action during unprecedented challenges:

\$2.1 million was granted to 20 Jewish and non-sectarian organizations and four new funds to support individuals and families—including seniors, the economically disadvantaged, and the recently unemployed, with direct financial assistance, food, mental health, and domestic violence support.

\$36,350 was allocated for Synagogue and Chabad communities to assist clergy in providing direct support through matching funding for emergency and community aid projects.

\$1 million from the endowment fund assisted Hebrew Free Loan Pooled Recoverable Grants to meet the unprecedented demand for zero-interest loans, requested by community members facing lost wages, reduced small business income, increased childcare costs, and food or housing insecurity due to the COVID-19 crisis.

\$2.2 million was utilized for emergency grants that support safety-net services (such as food and healthcare) and for priority populations and help mitigate the financial impact on Jewish organizations.

\$804,000 from 13 designated endowments funded 19 grants in Israel that met critical needs for older adults, children, and individuals with disabilities. These funds also provided rapid responses to the emergencies created by the pandemic.

\$900,000 from the endowment fund was utilized for the creation of additional scholarship funds for Jewish preschools, day schools, and overnight camps.

Connection of the past to the present and the future.

Legacy giving during and beyond the pandemic has been essential—and it will enable the Federation to uphold a vibrant community in one year, ten years, and generations from now. Today, you have become the forward-thinking donors. Your lived Jewish experiences, relationships, investment choices—these are all a part of the legacy that you will leave. We can help steward you through options to make sure you leave them on your terms to meet your distinct goals.

Contact us. You can reach us at 415.512.6428 to start the conversation.

CENTENNIAL CAMPAIGN COMMITTEE

Jim Koshland, *Chair*

Gerson Bakar z"l
Adele Corvin
Steven Fayne
Richard Fiedotin
John Freidenrich z"l

John Goldman
Nancy Grand
Stephen Grand z"l
Jim Heeger
Warren Hellman z"l
Tom Kasten

Ron Kaufman
Laura Lauder
Bernard Osher
John Pritzker
Richard Rosenberg
Alan Rothenberg

Dan Safier
Donald Seiler z"l
Arthur Slepian
Roselyne Swig
Harold Zlot

JEWISH COMMUNITY FEDERATION AND ENDOWMENT FUND LEADERSHIP

Danny Grossman,
Chief Executive Officer

Joy Sisisky,
Chief Philanthropy Officer