

If We Don't Take Care of Our Community, Who Will?



Richard Fiedotin

The Centennial Campaign of the Jewish Community Federation and Endowment Fund is off and running toward its goal of helping to secure the future of our local and global Jewish community. To mark that progress, the Federation's new board chair, Richard Fiedotin, shares his personal reasons for choosing to support the Centennial Campaign.

Richard grew up in Atlanta. His parents were immigrants from Argentina who strongly identified as Jews but were not particularly observant. Richard's family belonged to a Conservative synagogue, where he became a Bar Mitzvah. The family did not live in a "Jewish neighborhood," and he and his siblings attended a Christian day school, where they studied the New Testament and attended, but did not participate in, weekly prayer sessions.

Richard's sense of identity went through a dramatic transformation at the age of 12, when his parents took him to Israel to visit family that had made Aliyah from Argentina. It didn't take long for Richard to feel an acute sense of Jewishness.

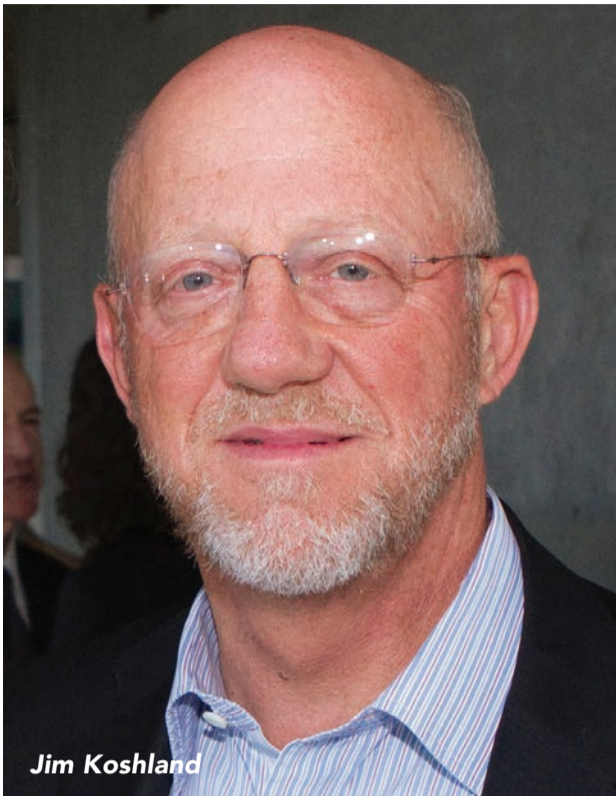
"I remember distinctly on the drive from the airport feeling this sense of wonderment," he says. "I can't even really explain it. I was looking at this land where much of our history took place—history that, until that point, had always seemed like remote stories to which I felt no connection. Visiting the sites where many of these 'stories' occurred, walking through the Old City of Jerusalem, seeing the archeological sites at Masada and elsewhere, I began to see our collective narrative as actual history. It became real to me."

Around the time of this first visit to Israel, Richard learned that his great-grandparents had died in the Holocaust. Less than two years after the trip, the uncle he had visited there was killed while serving in the Israeli Defense Forces. As Richard reflected on these events, he felt a greater obligation to continue a tradition that his elders had died for, a tradition that had in countless ways helped him. "I look back on that trip to Israel as one of the most transformative experiences of my life. Being there, I felt connected to the land, to our history and to our people. Over time, I felt not just a connection but a responsibility and a commitment to the Jewish community."

Today, Richard is a passionate supporter of the Bay Area Jewish community and Israel, recently providing a generous legacy gift to the Federation's Centennial Campaign to carry out work that is meaningful to him.

Richard, a physician, health care entrepreneur and executive, says he was inspired to make a legacy gift because of the Federation's unique role as a convener and safeguard for the whole community. "Like other communities, we have needs. And we are fortunate to have a lot of people who want to help, and organizations through which they can channel that concern for others. The Federation is in a unique position to help the community by convening agencies to identify needs and coordinate responses, and by providing leadership, expertise, financial support, and other resources."

Chairman's Report



Jim Koshland

Our Federation plays a key role for the Jewish people, working with our partners to build a community that is vibrant, welcoming, and secure. Our Centennial Campaign will not only protect the investments in the Jewish community that we have made in our lifetimes, but

will ensure that the people, organizations, and programs that we have so proudly supported will continue to thrive into the future.

As the momentum accelerates for the Campaign, I am so pleased to report that \$125 million has been secured in legacy commitments and realized gifts to the Federation's Endowment Fund toward a new goal of \$250 million.

The lasting impact that Centennial donors will make is profound. Just this year, through our Endowment Fund, your dollars are supporting Jewish engagement for thousands of Bay Area teens and young adults, high quality Jewish camp programs for our youth, Israel experiences and leadership training, Jewish arts and culture, and seed-funding for innovative Bay Area nonprofits addressing new needs. Through these endeavors, we are continuing to carry out the vision of those who came before us—of a flourishing community imbued with the richness of Jewish tradition.

In these pages, read about a few of the community members who have answered the call for a new generation of visionaries to make their mark on the future, inspiring generations to come. Thank you to each of you who has stepped forward to affirm your legacy intentions. If you have not yet had the opportunity, I invite you to join in the planning for the future welfare of our community by formally making or confirming your Centennial gift. Thank you for your enduring commitment that will help write the next chapter of our community's history.

Jim Koshland
Chair, Centennial Campaign

A Treasure for Future Generations



Dorothy Vogel z"l, signing the Book of Life

The Book of Life is a magnificent work of art that houses a unique treasury of testimonials from 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 will have their names inscribed on Jerusalem stone on the artistically crafted Wall of Honor, located in the Federation's lobby, and will receive Centennial recognition at other Federation offices and in a digital display currently being designed.

Philanthropy is a Family Affair



Charlie and Joan Davis, Jordan Sills

Oftentimes, the legacy of philanthropy is passed down through the generations. Joan Davis and her son, Jordan Sills, are prime examples—and they are now working on the fourth generation.

Joan, who grew up in San Francisco, was taught by her parents the importance of *tikkun olam*. Over the years, she has been very active in the Jewish community, including serving on the board of the Jewish Home, where she and her husband, Charlie Davis, have honored Joan's parents with a generous gift to endow the Edward and Marion Goodman Building.

Joan has shared those values with her sons, Jordan and Jason. When Jordan was young, he was assigned chores on the weekends. When his parents gave him his allowance, he put a portion in a tzedakah box—and he chose where his donations were allocated. Today, he and his wife, Abra, are passing down those same values—and the tzedakah box—to their children, Erev and Ber.

"I've learned that philanthropy is a family affair," says Jordan. "To this day, when my mother wants to make a gift, she calls my brother and me to discuss where it can have the most impact."

This is why the Centennial Campaign was a natural fit for the Davis-Sills family. Their generous legacy gift will help ensure that future generations of Bay Area Jews are cared for, supported, and educated in Jewish values—including the importance of philanthropy.

Jordan says that he and his mom chose to give to the Campaign because of the depth and breadth of the Federation's work.

"It comes down to impact," he says. "The Federation has a team of professionals who have dedicated their careers to figuring out what the needs are in the community."

The Davis-Sills family has certainly done its part and much more. Along with their philanthropic involvement with the Jewish Home, Joan and Charlie have been longtime supporters of Hillel. They are current supporters of JDC, and Joan has served on the national women's campaign board of Jewish Federations of North America. Jordan is the former president of the Federation's Young Adult Division (YAD), and the 2011 recipient of the Dinkelspiel Award for Young Leadership. He met Abra while fundraising for YAD.

For her part, Abra grew up in Illinois with a familial connection to the work of the Jewish community. "The Federation enables me to be able to help while treating people like human beings, with consideration for their personal dignity and pride," she notes. "Philanthropy through the Federation is a natural extension of the love I feel for all things Jewish, and I want that love to continue long after I am gone."

"I think that what I have learned—and have worked to pass down to my kids—is the importance of giving back," notes Joan. People who need support depend on the Jewish community because, as she adds, "if Jews don't take care of each other, who will?"



Erev, Jordan, Ber, and Abra

Centennial Donors: A

The following generous donors have left legacy gifts, made formal Centennial commitments, or reaffirmed their commitments in the Centennial year, 2010. Also included are those individuals who have reaffirmed their commitments.

VISIONARIES

\$10,000,000 & above

Barbara and Gerson Bakar
Helen z"l and Sanford Diller
Marcia and John Goldman
Janet and Albert Schultz z"l
Helen Sarah Steyer

GUARDIANS

\$3,000,000–\$4,999,999

Jill and John Freidenrich
Hilda and Manfred z"l Namm
Ellen and Raoul Wexberg z"l

SUSTAINERS

\$1,000,000–\$2,999,999

Anonymous (2)
Ann and Irwin Bear z"l
Elizabeth Bing z"l
Doris and Ben Blum z"l
Meri and Joseph Erlich z"l
Bunny and Steven Fayne
Robert and Michelle Friend
Nancy and Stephen Grand
Candee and Jack Klein
Cathy and Jim Koshland
Harry, Ella and Pearl
Lapidaire z"l
Laura and Gary Lauder
Stephen S. and Maribelle B.
Leavitt
Cindy and Steven
Marion-Walker
Lisa and John Pritzker
Harry and Carol Saal
Jaclyn and Dan Safier
Edward I. z"l and Judith A.
Schutzman
Elizabeth and Howard Shwiff
Valli Benesch and Bob Tandler
Anna and Dr. Ernest Thorn z"l
In honor of Bert z"l and Mary
Ann Tonkin
Beverly and Bernard Wolfe z"l
In memory of Jim Wolfe z"l

BUILDERS

\$500,000–\$999,999

Ethnea and William Auslen z"l
Alvin H. Baum, Jr.
Stephanie Block
Leonie J. Darwin z"l
Marion and Jack z"l Euphrat
Nanette and Richard
Freedland
Mimi and Arthur Gauss
Chris and Warren z"l Hellman
Phyllis and Stuart z"l Moldaw
Eleanor and Laurence z"l
Myers
Mildred and Jeremiah Nissim z"l
Catherine and Michael Podell
Barbara and Richard
Rosenberg
Ruth and Donald z"l Seiler
Ronald and Anita Wornick

GREAT GIVERS

\$250,000–\$499,999

In honor of Congregation
Rodef Sholom
Barbara z"l and Jerry
Bentkowsky
Phyllis and David Z. Cook
William z"l and Adele Corvin
Dana Corvin and Harris
Weinberg
Joan and Charlie Davis
Leslee and Wayne Feinstein
Saul A. Fenster z"l
Richard Fiedotin
Donny and Janie Friend
Marianne Goldman z"l
Douglas M. and Mary E.
Heller z"l
Rachelle Hirstio z"l
Sonya and Stephen Hurst
Rachel and Wilfred Kay z"l
in memory of Peisach and
Sara Katz, and their children
Sholom, Shimon, Sima, Lea,
Rachel and Benjamin z"l
Lee z"l and Martin Katz
Barbara and Ron Kaufman

Phyllis and Harvey z"l Koch
Marvin Langsam z"l
Alvin and Roseanne Levitt
Larry and Gladys Monroy
Marks
Diane and Robert Neuhaus
Scholarship Fund
Robert and Jan Newman
Barbro and Bernard Osher
Shirley and Robert Raymer
Joyce and William Remak z"l
Sheri and Paul Robbins
Alan and Susan Rothenberg
Dorothy and George z"l Saxe
Seligman Family Foundation
Albert A. Shansky z"l
Dana and Gary Shapiro
Abra and Jordan Sills
Joelle Steefel and the
Gorovitz Family
Anne and David Steirman
Harold Stoll z"l Family Fund
Edward R. Stolman z"l
Ruthellen and Monte z"l
Toole
Carol A. Weitz
Maurice D. White z"l
Gerda Wodlinger z"l
Sheldon and Rhoda Wolfe
Diane and Howard Zack
Mary and Harold Zlot

CENTENNIAL LIVING LEGACY SOCIETY

*Up to \$249,999,
permanent funds or
reaffirmed commitments
at all levels*

Anonymous (18)
Bernard S. Aarons, D.D.S. z"l
Don Abramson
Hyman Agid z"l
Maimoona M. Ahmed
Jeanne and Philip Alper z"l
Beverly z"l and David Altman
Edith and Peter Altmann z"l
Hilde and Alfred Amkraut z"l
Robert Charles Armstrong z"l
Millie and Aron Aronovsky z"l
Marie Aslan z"l
Yetta and Morris Bach z"l
Ralph and Estelle Bardoff z"l
The Barlow Family
Keith P. Bartel z"l
Fritzi Benesch z"l
Riva and David Berelson
in memory of Gita and
Henry Baigelman z"l
Annette M. Berger
Aline and Warren Berl z"l
Jean Katherine Bernstein z"l
Crownie and Martin Billik
Lenore Kay Bleadon
Judy Gold Bloom
Betty and John Blumlein z"l
Jerome and Dolores Braun
Margot E. Braun
Arthur z"l and Lucille Brown
Martin and Geri Brownstein
Neill and Linda Brownstein
Aviva Shiff Boedecker
Jane and Sumner Burrows z"l
I. D. Caplan z"l
Ruth Carolyn z"l
Helene H. and Frank J.
Catz z"l
Geraldine Crane z"l
Robert F. Cowan
Dr. Elaine Dallman z"l

We invite all donors, including members of the Living Legacy Society who have previously informed the Federation of Jewish Philanthropies of America. If your name has inadvertently been omitted from the list of Centennial donors who have reaffirmed their commitments, please contact Linda Solow Bower at lsolow@fjpa.org.

Legacy of Generosity

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

List in formation, as of October 4, 2016

Betty Denenberg Adler	Helen z"l and Arthur Hausman	Judith Moss	Ruth S. Steiner
Margo and Robert Derzon z"l	Ida G. Hodes	Charlotte Newman z"l	Elsie M. Stevens z"l
Annette Dobbs z"l	Gerald Hoytt z"l	Leah Noher	Anne Strauss
Edith z"l and Benjamin Dorfman	Dr. Alex and Bernadette Inkeles	Adele R. Passalacqua	Dr. and Mrs. Irving B. Tapper z"l
Dr. Ronald Steven Dunn	Barbara R. Jacobs	Helen and Milton Pearl z"l	Olga Thein
Marxyne Earl z"l	Phyllis and Alvin Janklow	Rose Penn z"l	Isabelle and Lawrence Tomsy z"l
Dr. Jack and Seena Elfant z"l	Ellen and Robert Jasper	Herbert and Frances Perkins z"l	Charlene and Sid Tuchman
John L. and Linda L. Elman	Raymond Kaliski z"l	Karen Kaufman Perlman and Brian Perlman	Gertrude Vederoff z"l
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Wesley and Bonnie Fastiff	Joel Kamisher	Lilly Radcliffe z"l	Myron and Jerrie Rubenstein Wacholder z"l
Sylvia and Michael z"l Felsenstein	Tom and Kendra Kasten	Jan Cook Reicher	Joseph z"l and Kathi Wahed
Louis and Janet Fisher z"l	Isabel F. Kaufmann z"l	Joyce Baker Rifkind	Thomas L. Waite z"l
Dr. Martin Fleishman z"l	Emil Knopf	Caryl Lancet Ritter	Alfred z"l and Lee Weber
Susan and David Folkman	Vivian and Sidney Konigsberg z"l	Gloria and Milton Roberts z"l	Esther Y. Wedner
Eleanor and Albert Fraenkel	Peter z"l and Carol Kornfeld	Miriam and Eddie Robinson z"l	Lewis and Helen Weil z"l
Tom and Myrna Frankel	Stephanie and Morris z"l Krantz	Patricia and Robert Ronald Ray H. Rosenman z"l	Margot and Ernest Weil z"l
Lilli and Max Frank z"l	Bernis and Larry Kretchmar	Gerald B. Rosenstein z"l	William and Roschelle Weiman z"l
Isabelle and Edgar Freuder z"l	Linda and Frank Kurtz	Maureen and Paul Roskoph	Marilyn K. z"l and Raymond L. Weisberg
Mara and Rudolph Friedman z"l	Adele and Donald Langendorf	Luba R. Ross	Charles and Barbara Weiss
Peter and Luz M. Frohwein in memory of Hans and Flore Frohwein z"l	Jack Langsam z"l	Barbara and Julius Roth z"l	Otto and Idell Weiss
Rebecca and Seymour Fromer z"l	Albert Leaver z"l	Lottie L. and David T. Rothschild z"l	Erna and Herman Wertheim z"l
Louise H. Ginsburg z"l	Warren G. Lefort	Phyllis Rubenstein z"l	Gail Wilensky
Dr. Abraham and Natalie Goetz z"l	Joseph J. Levin	Esther Rubin z"l	Kathy Roberts Williams
Jane Blumberg Goldberg z"l	Lenore and Lewis B. z"l Levin	Ellen and Jerry Saliman	Celina (Basia) and Jacob Wisniewski z"l
Sylvia and Captain Walter Goldenrath z"l	Harold and Phyllis Levy z"l	Wendy Croft Salinsky z"l	Gerda Wodlinger z"l
Eric Goldman	Lucille and Henry Libicki	Ethel Salwen z"l	Margaret and Martin Zankel
Adean Golub	Mel and Bettie Lichtman	Loren and Shelley Saxe	David R. Zemansky z"l
Rabbi Marvin Goodman and Deborah Kelman	Greta and Eric Livingston z"l	Gail Schlachter z"l	Mark Zitter and Jessica Nutik Zitter
Doris Livingston Grasshoff z"l	Eva T. Lokey z"l	Adrienne and Norman Schlossberg	Alanna Zrimsek and Morton Levin
William z"l and Frances Green	Fern and William Lowenberg z"l	Carol Schussler	
Lorene and Samuel Greenblat z"l	Hans Lowhurst z"l	John R. Schwabacher	
Flora Greenhoot z"l	Lois and George Maisels z"l	Grace Shulman z"l	
Erna z"l and Guenter Gruschka	Susan and Jay Mall	Nathan z"l and Rebecca Siegel	
Dr. and Mrs. Melvin Gunsberg	Elie and Gerry Marcus z"l	Alice and Daniel Simon z"l	
Peter Haas, in memory of his parents Ernst and Helen Haas z"l of Portland, OR	Marlyn G. McClaskey z"l	Esther and Richard Sirinsky	
Susan Hamlin	Barbara J. Meislin/ Purple Lady Fund	Mildred Snitzer z"l	
	Frank G. Meyer	Vivian Solomon z"l	
	Erika Miller z"l	Susan Wander Sorkin	
	Susan and Bill Mirbach	Paul Spitz z"l	
	Ruth Morse z"l	Marlene and Martin Stein	
	Milton Mosk	Walter R. Steinberg z"l	

z"l – Zichrono Livracha, of blessed memory

tion of their intention to make a legacy gift, to reaffirm their commitment now to join the Centennial Campaign.
intend to leave a legacy to the Jewish Community Federation, our sincere apologies.
LindaB@sfjcf.org or call 415.512.6232.

Caretakers of the Jewish Community



Elizabeth and Howard Shwiff

For Howard and Elizabeth Shwiff, the Federation is much more than a philanthropic organization—in their case, it was a matchmaker.

"I wouldn't be married to Howard if it weren't for the Federation," says Elizabeth. "In 1989, the Federation sponsored a huge event at the Hotel Nikko called 'Operation Exodus' to raise money for Soviet Jews, and that's where we met."

Over the ensuing 27 years, the Shwiffs have deepened their ties to the community, and, in 2016, made a generous commitment to the Centennial Campaign.

The Shwiffs came to their Jewish identity in very different ways. Howard was raised in a large Jewish family in Dallas. He was deeply affected by a family tradition, called "the family circle," in which the family elders would convene at gatherings and offer interest-free loans to family members in need. As a result, the Shwiffs are generous benefactors of the Hebrew Free Loan Association of San Francisco.

Elizabeth was born in the Admont, a Jewish refugee camp in Austria after World War II. Her mother, who was raised in Odessa and escaped to Vienna, met Elizabeth's father, who was Russian, in the Admont camp. In 1951, the family immigrated to the United States and Elizabeth grew up in Fort Wayne, Indiana.

"Because we were immigrants, my mother always said that, in our house, it would be like the Old Country, speaking our languages," says Elizabeth. "But, in order to survive, when you step out of the house, you have to adapt." Elizabeth went on to become an expert in linguistics and speaks four languages. She also holds a master's degree in

taxation, among other degrees.

She has worked around the world for the U.S. State Department and other entities.

Elizabeth's peripatetic career took her back to Austria in the 1970s, to interview emigrating Soviet Jews for the Hebrew Immigrant Aid Society. It was one of the experiences that strengthened her connection to the Jewish community and helped her recognize the ways community institutions could help people in need.

Today, Elizabeth and Howard, who live and work in San Francisco, are principals in Shwiff, Levy and Polo, a CPA and financial services firm they founded in 1989. Howard is also a real estate investment manager and advisor.

For Elizabeth, it's the Federation's longstanding track record in the community that compelled her to give.

"The people at the Federation are highly professional and competent; they're going to be around for a very long time," she says. "I'm not going to be around forever, and who knows what's going to be needed in future years? I trust the Federation to make the right decisions and be the caretaker of the Jewish community."

"We want to see many more Jews have the opportunities we've had, to become safe and secure, part of a community, grow a business, and maybe become a leader. And that is what the Federation does."

Philanthropy Through the Generations



Back Row: Daniel Saxe, Dave Saxe, Loren Saxe, Aaron Saxe
Front Row: Ellen Saliman, Dorothy Saxe, Shelley Saxe, Meredith Saxe

Tzedakah has always played an important role in the lives of Dorothy and George z"l Saxe. It's a value Dorothy learned from her own parents, who modeled generosity and compassion. Dorothy recalls how, even with limited means during the Great Depression, her parents would feed complete strangers who showed up on their doorstep.

Dorothy and George moved from Indiana to Menlo Park in 1959 as George pursued new professional opportunities in the Bay Area, and they quickly became involved in the Jewish community. The couple, together with their children, Loren, Joel, and Ellen, have been consistent leaders, participants, and supporters of the Jewish community.



Dorothy Saxe signing the Book of Life

"I'm thrilled that my commitment to the Jewish community continues to strengthen with each passing year."

Their exploration of the arts began in the late 1970s as a special shared pursuit. "George played golf and I went to the opera and ballet," Dorothy explained. "We wanted to find something neither of us knew anything about that we could do together." Fast forward 30 years and today the Saxe collection of contemporary art, glass, and crafts is world renowned.

Dorothy and George have touched countless lives through the generosity of their time and resources—providing leadership and support to the Federation, Temple Beth Am, Jewish Community Centers, the Contemporary Jewish Museum, the Jewish Home, Jewish Family and Children's Services, and countless more organizations along the way.

Their desire to do good in a Jewish way also extended to their grandchildren. Dorothy and George established Donor Advised Funds for each of them when they were teenagers in order to instill a sense of community, responsibility, and philanthropy early on.

There's much to be proud of. "There was a time when the kids were growing up, we took them to services every single week—even if we had to drag them there!" Dorothy said. Today, her children and grandchildren have followed in her footsteps, taking prominent leadership roles in the Jewish community themselves.

Thanks to Dorothy's commitment to the Centennial Campaign, the Saxe family legacy will carry on for generations to come.

In Recognition of Centennial Donors



The new Wall of Honor stands as an eternal tribute to the Centennial donors' extraordinary generosity and is the centerpiece of the Federation's lobby, recognizing 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.

You can ensure a strong Jewish future

Create the most meaningful legacy for you and your family. If you would like to ensure that your annual gifts live on in perpetuity, you can do so with a Perpetual Annual Campaign Endowment (PACE) or a Lion of Judah Endowment (LOJE). Or you can establish or add to a special purpose fund in an area of particular importance to you. Perhaps you would like to make a gift to the Federation's endowment, or a fund to meet the future needs of our community.

Choose your gift vehicle. The simplest and most common way to make a legacy gift is through a bequest, a gift from your will. Another easy 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. Donor Advised Fund remainders, life insurance, and gifts of real estate or other appreciated property are other options that can provide significant tax savings.

A confidential conversation about your philanthropic and estate planning goals will help prepare you to work efficiently with your professional advisors on the best options for you. To begin or continue the conversation, contact Linda Solow Bower, Director of Endowed and Planned Gifts, at 415.512.6232 or at lindab@sfjcf.org

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