



Jewish Endowment Foundation of Louisiana

ANNUAL REPORT 2014



Dear Friends,

The Jewish Endowment Foundation of Louisiana is pleased to present our 2014 Annual Report. We now hold over 500 funds. Thanks to a robust stock market and our generous donors, our total assets continue to grow and are approaching \$50 million under management. Our General (Unrestricted) Fund, which allows JEF to make grants and use these funds when and where they are most needed, has approximately \$4 million. Our total grants and distributions from restricted and unrestricted funds were over \$3 million in 2013. With the support of our donors and our prudent management, we are facing the future in the most fiscally responsible manner possible.



We thank each of you who has partnered with us for your confidence in and support of JEF.

If you have not given to JEF before, please consider doing so now. This is a perfect time to begin a relationship as we mark 47 years of helping to secure our Jewish community. We would be delighted to assist you in meeting your charitable objectives and in helping you reap the benefits of tax-wise planned giving. Your gift will provide for present and future generations.

In this time of low interest rates, a charitable gift annuity (CGA) is an excellent way to make a charitable gift to JEF and provide lifetime income for yourself. For example, the current rate for a 65-year-old is 4.7% and for a 75-year-old, it is 5.8%. By purchasing a CGA, you get an immediate tax deduction as well as guaranteed lifetime income with part of the income tax-free. We can prepare a personal proposal for any amount of \$5,000 or over.

To learn more about this and other charitable giving opportunities at JEF, please call our Executive Director, Sandy Levy, at 504-524-4559. As the year draws to a close and you reflect on your blessings, this is the ideal time to think about sharing your good fortune by creating a legacy with JEF.

With best wishes for a happy and healthy 2015.



Richard Cahn, President
Jewish Endowment Foundation of Louisiana

**As my ancestors
planted for me be-
fore I was born, so do
I plant for those who
will come after me.**

– Talmud Ta’anit

In this Annual Report, we are featuring the New Orleans Holocaust Memorial, which was dedicated eleven years ago. Quotations from some of the visionary leaders and survivors who created it will be found on these pages. As time passes and there are fewer survivors left to tell their stories, this memorial takes on greater significance.

“Let this memorial be dedicated to those brave souls, victims of the Holocaust, that their lives were not given in vain.”

**Bill Goldring/Goldring
Family Foundation
Inscribed on the
New Orleans Holocaust
Memorial Donor Wall**

“At last, this is a permanent affirmation of our existence in America, the land where our lives were renewed. It is also a place where I can come to say the Kaddish for my parents, my brothers and my sisters who were murdered by the Nazis. There are no graves for them, no place where my grandchildren can place flowers. This will be our place of meditation and mourning.”

Shep Zitler

“We owe so much to the small group that worked tirelessly to create this memorial. It is the symbol of our determination that kept us alive in the death camps and then helped us rebuild our lives in America. It is the final remembrance of us, that we came to New Orleans and rebuilt our lives, giving the gift of life to our children and grandchildren.”

Felicia Fuksman

The Year in Review 2014

For the past 47 years, the Jewish Endowment Foundation of Louisiana has continuously served our Jewish community by assisting donors from all walks of life in carrying out their charitable goals. Our foundation, which originally started in Greater New Orleans, now includes Baton Rouge, Monroe, and the entire state of Louisiana. We are the Louisiana Jewish community's address for planned giving.



Serving present needs and securing funds for the future is our most important goal. To this end, we have embarked on our Create A Jewish Legacy initiative with our partners, Jewish Federation of Greater New Orleans, the Jewish Community Center, Jewish Family Service, the Jewish

Community Day School, and Tulane Hillel, as well as our local synagogues and other Jewish organizations.

The following funds have been opened since our 2013 Annual Report through November 15, 2014: **Donor Advised:** Caroline and Robert Brickman Family; Courtney Elizabeth Giarrusso Advocacy; Albert and Rea Hendler for the Benefit of Jewish Family Service; Jewish Federation of Greater New Orleans Centennial Endowment; Harriet Wainer Kugler Memorial; Margot Levy for the Benefit Temple Sinai's Religious School; Mark Stein Family; **Designated:** Dr. Gerald Berenson Perpetual Campaign Endowment; RoseMary and Saul Brooks; Sheila and Timothy Gold; Byrde Berenson Haspel Lion of Judah Endowment; Albert and Rea Hendler; Babette S. Isaacson Lion of Judah Endowment; Patti and Jack Lengsfeld; Betty Meyers for the Benefit of Friends of the IDF, Ayeka, Lone Soldier

Center, and American Friends of Bat Melech; Nathan Family for the Benefit of JFS; Karen Soll Lion of Judah Endowment; Nancy Bissinger Timm Lion of Judah Endowment; Eileen Wallen for the Benefit of JCRS, Shir Chadash, and JEF; **Unrestricted:** Albert and Pearl Daube Charitable; **B'nai Maimonides:** Julian Nathaniel Box; Simon M. Brickman; Jarred Martén Feibelman; Max Perlstein; **Young Philanthropist:** Blake Ethan Amann; Lylah Jazz Bernstein. **Trust:** Sandra P. Heller Charitable Lead Trust

Today, each of us has an opportunity to make a difference. There is no gift that is too small. Any donation will contribute to the security of our Jewish community. The past two years, 2013 and 2014, have been great years for investors in the stock market. By sharing your good fortune, you can avoid capital gains taxes, receive a current tax deduction, and provide for your favorite charities by opening a fund at JEF. In a world filled with turmoil and uncertainty, securing our future is critically important. Please call your financial or legal advisor, or call Patti Lengsfeld or Sheila Gold at 504-524-4559 to help you take advantage of this opportune moment.

Wishing you a wonderful holiday season,



Sandra K. Levy
Executive Director

"We didn't want barbed wire, bodies or ovens. Our memorial is a place of peace, where Holocaust survivors can remember their dear ones. And it is where those who are not Jewish can also come in peace and join with us in memorializing all who died, whether they were Jewish, Polish, Russians, gypsies or gays."

Rabbi Edward P. Cohn

"It is a place for me to mourn my murdered family. It is a place for my family in the future to remember me and those of us who survived to build new lives in America. And the memorial also carries with it the thanks of the survivors to America the Beautiful that gave us sanctuary at a time when everything we loved had been taken from us. Today, we and our families love America every day for giving us shelter and a new start when we needed it profoundly."

Joseph Sher



Karen and Eddie Soll have demonstrated unselfish, meaningful service to the New Orleans Jewish community through their extraordinary leadership and philanthropy.

Eddie moved to New Orleans from Philadelphia in 1965. He graduated from Tulane School of Medicine in 1969 and later entered Tulane's Freeman School of Business MBA program. In 1973, he established Diagnostic Imaging Services, serving as Managing Partner until his retirement in 2003. Since his retirement, he has served as a technical and business advisor for his family's company, Doctors Imaging Services.

Besides his extensive professional and business activities, he has also found time to be extremely active in our Jewish community. Eddie has served on many boards, including the Jewish Federation of Greater New Orleans, Communal Hebrew School, the Jewish Community Center, and the Anti-Defamation League. He has been an advisor to Lemann-Stern and has co-chaired Federation's Annual Campaign and is currently a vice president on the JEF board and was recently selected as president-elect of Federation. He is also a co-chair of JEF's Create A Jewish Legacy initiative.

Karen Soll was born and raised in New Orleans with an extended family deeply rooted in Jewish values. She is a homemaker and has dedicated herself to maintaining a

“It is fortunate that we have the ability to protect and enhance our Jewish community of the future. All we have to do is accept the responsibility and act on it today.”

Karen and Eddie Soll

nurturing environment of Jewish customs and ideals for her family. In addition to her synagogue involvement at Chevra Thilim and Beth Israel, Karen has been active in Women's American ORT, Hadassah, and the National Council of Jewish Women. She has served on the boards of Communal Hebrew School and JCRS. Eddie describes Karen as his unsung hero, always being there to support him through the demands of his career and community activities. He credits her with

maintaining the values of Jewish education, tzedakah, tikkun olam, and l'dor v'dor in their home.

Karen and Eddie are both graduates of the Lemann-Stern program and Eddie co-chaired the committee that recently evaluated and revised the program.

In 1998, the Solls established the Karen and Edward L. Soll Donor Advised Fund at JEF. The Solls have demonstrated their commitment to a Jewish

future by creating a legacy plan that will help sustain our Jewish community for generations to come. They have also endowed Karen's Lion of Judah campaign gift.

Karen and Eddie have passed on their values to their three sons and their families and are proud of their generosity and the active roles that they have taken in Jewish and civic life.

Endowment Achievement Award



"Giving to JEF protects our Jewish community from everyday shortfalls as well as major disasters such as Hurricane Katrina. Creating a Jewish legacy provides similar insurance, but is 'pain free giving' as it doesn't affect your lifestyle while here on earth and at the same time leaves a lasting remembrance that you cared for your fellow man."

Morton Katz

Young Family Award for Professional Excellence



"Philanthropy can be as beneficial to the donor as it is to the recipient. The joy and satisfaction that come from seeing the results of a gift are immeasurable. When we invest in others, we invest in ourselves."

Andi Lestelle

It has been over a decade since our Jewish community dedicated the New Orleans Holocaust Memorial at Woldenberg Park. During this time, tens of millions of people have seen this distinctive work of art by internationally renowned artist, Yaacov Agam. Agam's design consists of an in-line display of nine brightly colored, multi-faced aluminum panels 11½ feet high. As a viewer walks around the panels, images coalesce and dissolve on their surfaces: a Star of David appears and is shattered; an inverted menorah appears and disappears; so do seven cubes – six for 6 million Jewish victims and a seventh for the others who perished. At the end, the colors of the rainbow emerge.



Memorial protected from Katrina

The memorial survived Katrina thanks to a designed system that covered and protected it during the storm. The memorial's

concrete floor surface, the panels, landscaping, and plaques have recently been refurbished.

The New Orleans Holocaust Memorial Donor Advised Fund, held at the Jewish Endowment Foundation of Louisiana, provides the funds necessary to maintain the structure as well as to support the annual Holocaust remembrance program on Yom Hashoah. Funds are also used for educational programming. Additional donations to the fund are always needed and appreciated.

The total cost of the project was \$1 million. In addition to housing the Holocaust Memorial fund, the Jewish Endowment Foundation of Louisiana assisted in the co-ordination of the design and building of the memorial, fundraising, recognizing donors and working with the New Americans Social Club, an organization of Holocaust survivors, for whom this project was a cherished goal.

There were so many individuals who were involved in taking this project from a vision to reality: Rabbi Edward



P. Cohn, who conceived of the idea; Mayor Marc Morial, who supported it; Bill Goldring and the Goldring Family Foundation, who donated the lead gift; Max Nathan Jr.; Alan Rosenbloom; Ian Arnof; Ron Forman; Darryl Berger; Sheriff Harry Lee; Senator John Hainkel; Felicia Fuksman; Shep Zitler; Gertrude and Ralph Rosenblat; the New Americans Social Club; Sizeler Architects; Landis Construction; Yaacov Agam; Allan Katz; and Sandra Levy, to name only a few.

This memorial has become a landmark on the New Orleans riverfront. We can all take great pride in this remarkable and lasting achievement.

The New Orleans Holocaust Memorial at Woldenberg Park



Donor wall made of Jerusalem stone.



Goldring Jewish Summer Camp Experience Incentive Grant



In 2014, the Goldring Jewish Summer Camp Experience awarded incentive grants to 58 children to attend Jewish not-for-profit sleepaway camps for the first time. This wonderful program, established by JEF in 1999, has been funded by the Goldring Family Foundation since 2001. Since its inception, 1,139 children have benefitted from this program.

Children from Louisiana, Alabama, Mississippi, and the Florida Panhandle currently in grades 1 through 9 who will be attending a Jewish not-for-profit sleepaway camp for the first time are eligible for the program, which provides tuition up to \$1,000 per child as an incentive for families to give their children the experience of Jewish summer camp. Experts say that attending a Jewish sleepaway camp is one of the most important factors in determining a child's inclination to understand and maintain his or her Jewish heritage. For more information, please call Ellen Abrams at 504-524-4559 or email ellen@jefno.org.

2014 Campers

Julian Abrams	Fiona Guillot	Morgan Pollack
Belle Adelman-Cannon	Gabriel Steedman Gurt	Stella Ann Roberts
Sadie Arnold	Matthew Harris	Elisha Schiller
Maytal Baurberg	Dakota Holdiness	Odelia Schiller
Kayla Brennan	Anna Grace Kaplan	Julia A. Shemper
Andrew Brown	Zander F. Kazzie	Rachel Smet
Jonathan Bush	Camille Kirzner	Ethan J. Smith
Jacob Daley	David Bennett Lazarus	Asher Smokey
Grant Daves	Connor Blake Lemoine	Jordan Solomon
Izzy Epstein-Bagneris	Crawford Chase Lemoine	Leah Brooke Sterbcow
Ava Fleisig	Micah Levine	Tristan Stewart
Ben Forman	Morgan Lindy	Meghan Stoff
Evelyn Frohsin	Rebecca Lynn Lindy	Ellie Ruth Strickland
Benjamin Gall	Nicolas Lupin	Evie Taranto
Daniel Gall	Sasha Mackoff	Elena Torman
Sofia Gershanik	Gabrielle Miller	Hannah L. Trammel
Audrey Gold	Benjamin Muslow	Elliette Vorhoff
Mason Goldin	Karah Nachlas	Gili Weintraub
Noah Gross	Lillyan Pollack	Sasha Wolfson
		Ellie Zurik

I thank the Goldring Family Foundation for helping me attend Henry Jacobs Camp. I am seven years old. I am proud to be Jewish. I had the best time at camp. This was my first time to go to camp. I love every thing at Henry Jacobs.

June 26, 2014

Thank You





Tulane Hillel students prepare for a special Israel-themed Shabbat dinner.

2013 and 2014 Grants Approved from Unrestricted Funds Totaling \$117,275

The grants listed below are from JEF's General (Unrestricted) Fund. They support organizations that benefit our entire community, including the the Jewish Community Center, Jewish Family Service, Tulane Hillel, the Jewish Community Day School, and other organizations and projects of interest to our Jewish community.

- Allied Jewish Federation of Colorado – Flood Relief
- Avodah: The Jewish Service Corps
- Baton Rouge Hadassah – Women's Retreat
- Birthingright Israel
- Goldring-Woldenberg Institute of Southern Jewish Life
- Jewish Community Center –

 - Community-Wide Chanukah Concert and Dinner (2013 & 2014)
 - Holocaust Memorial Program (2013 & 2014)
 - Israel Independence Day Program (2013 & 2014)
 - Pre-K Expansion
 - Social Programs for Young Jewish Professionals
 - Summer Day Camp Shlichim (2013 & 2014)

- Jewish Community Day School – Marketing Campaign (2013 & 2014)
- Jewish Family Service – Intensive Case Management Services (2013 & 2014)
- Jewish Family Service – Passover Food Basket (2013 & 2014)
- Jewish Family Service/Jewish Community Day School –

 - Educational Programming & Counseling

- Jewish Federation of Peoria – Tornado Relief Fund
- Jewish Federations of North America – Stop the Sirens Campaign
- Jewish Federations of North America – Typhoon Haiyan Relief Fund
- LimmudFest New Orleans 2014
- Memory Project
- Moishe House New Orleans
- Tulane Hillel – Expanding Shabbat Dinner on Campus (2013 & 2014)
- Tulane Hillel – Tulane Jewish Leaders (2013 & 2014)
- World ORT
- WYES – The Story of the Jews

Distributions from Named Funds

January 1, 2013 through December 31, 2013

Distributions from supporting foundations and restricted funds at JEF support organizations such as Federation and its constituent agencies, synagogues, medical facilities, and arts organizations, to name only a few. A list of organizations receiving distributions from supporting foundations and restricted funds is available from the Jewish Endowment Foundation of Louisiana office.

DISTRIBUTIONS FROM SUPPORTING FOUNDATIONS

Totaling \$246,550

DISTRIBUTIONS FROM RESTRICTED FUNDS

(included Donor Advised Funds, Designated Funds, Field of Interest Funds and Custodial Funds)

Totaling \$2,770,525

- To the Jewish Endowment Foundation of Louisiana —\$166,128
- To Federation and Affiliated Agencies — \$1,101,066
- To Other Jewish Agencies —\$842,249
- To Secular Agencies —\$661,083

Financial Statement

	2013	2012
Assets		
Cash & Money Market Funds	\$4,663,542	\$5,376,077
U.S. Government Obligations	5,638,912	5,672,201
Corporate Stocks & Bonds	33,893,380	28,885,671
Hedge Funds	1,311,123	1,208,058
Israel Bonds	530,500	561,500
Contribution Received from Remainder Trusts	1,642,046	2,277,258
Accrued Interest Receivable	91,703	84,695
Administrative fees receivable	349,222	308,662
Other Assets	2,618	29,696
Cash Value of Life Insurance	266,099	234,377
Property & Equipment	64,995	64,721
Total Assets	<u>48,454,140</u>	<u>44,702,916</u>
Liabilities & Fund Balances		
Liabilities:		
Accrued Expenses	258,579	246,525
Distribution Payable	123,061	100,693
Grants Payable	44,000	43,373
Other Liabilities	109,611	172,909
Funds Held as Custodian	5,931,698	5,478,535
Total Liabilities	<u>6,466,949</u>	<u>6,042,035</u>
Fund Balances:		
Unrestricted (General) Fund	5,186,141	4,355,498
Temporarily Restricted Funds	28,815,261	27,190,112
Permanently Restricted Funds	664,577	664,577
Supporting Foundations	7,321,212	6,450,694
Total Fund Balances	<u>41,987,191</u>	<u>38,660,881</u>
	48,454,140	44,702,916

JEF engages the services of Carr, Riggs & Ingram to perform an annual audit of our financial statements. Our procedures are reviewed to ensure that we follow current accounting practices. Our auditors have provided an unqualified opinion for 2013.

OFFICERS

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We have made every effort to accurately recognize all of our donors. We sincerely apologize if your name was listed incorrectly or inadvertently omitted from this publication. Please contact the JEF office for corrections and additions.

We remember...

Several of our cherished JEF donors have passed away since our last Annual Report. They have been a part of JEF and have remembered JEF and our Jewish community during their lifetimes and/or at the end of their lifetimes. They have helped to secure a Jewish future for generations to follow. We honor and thank these donors and their families for making a difference and creating their Jewish legacies.

Peggy Bennett
 Lee Brown
 John Clemmer
 Pearl Daube
 Courtney Giarrusso
 JoAnn Flom Greenberg
 Marcus Hirsch
 Dr. Julius (J.E.) Isaacson
 Dorothy L. Mintz
 Melba Steeg
 Charles Zucker

They left this world better than they found it.
 May their memories be a blessing.

No one has ever become poor from giving.

– Anne Frank

Annual Report Layout: Ed Biggs
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 José Garcia – pages 2, 3
 Donna Matherne – pages 4, 13 (Andi Lestelle)
 Harold Baquet – page 13 (Morton Katz)
 Ed Biggs – page 13 and 14 (Holocaust Memorial)
 Ellen Abrams – page 14 (Katrina photo)

OUR PARTNERS IN CREATE A JEWISH LEGACY

The Jewish Endowment Foundation of Louisiana

The Jewish Federation of Greater New Orleans

Jewish Family Service of Greater New Orleans

The New Orleans Jewish Community Center

Jewish Community Day School

Tulane Hillel

Henry S. Jacobs Camp

Jewish Children's Regional Service

**National Council of Jewish Women
– Greater New Orleans Section**

Congregation Beth Israel

Congregation Gates of Prayer

Congregation Temple Sinai

Northshore Jewish Congregation

Shir Chadash Conservative Congregation

Touro Synagogue

**CREATE
A JEWISH
LEGACY**



The Jewish Endowment Foundation of Louisiana: Preserves the past, supports the present, and secures the future of our Jewish community

Since 1967, the Jewish Endowment Foundation has served as a repository of funds for planned giving, sustaining our Jewish community by assisting in emergencies and encouraging new projects and initiatives. JEF has an outstanding reputation for responsible investing and is trusted to steward charitable funds for many of our Jewish organizations and individuals. JEF's General Fund plays a vital role in our Jewish community by contributing to the important programs and Jewish agencies in our community.

THE BASICS OF THE CREATE A JEWISH LEGACY PROGRAM

With an eye on the future, JEF and its partners started Create A Jewish Legacy in 2009. The program concentrates on safeguarding our beloved Jewish community by creating endowment funds, which are invested and grow in perpetuity. One way to create a Jewish legacy is for donors to leave a bequest in their wills so that a dollar amount or percentage of their estate can be placed in a fund at JEF. Donors identify which specific agencies, synagogues, charities, or charitable causes they would like to benefit, and JEF then stewards the fund and distributes the income or a predetermined amount to the donors' chosen entities. Another simple way to give is for a donor to designate JEF as a beneficiary of a life insurance policy or retirement plan.

BUILDING FOR THE FUTURE

Since 2009, when Create A Jewish Legacy was launched, many legacy commitments have been created, meaning actual provisions have been made for a gift through a bequest or other method, or through cash gifts that have been made to a fund. Almost \$11 million in future gifts have been promised for the Jewish community through the Create A Jewish Legacy program.

JEF and its partners in Create A Jewish Legacy sincerely hope that every Jewish person in the Greater New Orleans area will take the time to make plans now and to let JEF know about them. Sandy Levy (504-524-4559 / sandy@jefno.org) or Patti Lengsfeld (504-524-4559 / patti@jefno.org) at JEF will be happy to talk to donors about giving options. Donors should also consult with their attorneys and/or other professional advisors to structure their wills or to provide a gift so that local Jewish organizations and synagogues will continue to thrive in perpetuity. The future lies in your hands.

**No matter what vehicle you decide to use to create your Jewish legacy,
JEF wants to make giving as easy as possible and will work with you
to find the best plan to accomplish your goals.**