

Jewish Federation
OF GREATER SEATTLE



Dear Friends,

We are pleased to present you with this 2011 Annual Report for the Jewish Federation of Greater Seattle.

We have weathered the difficult economy of the last year through the extraordinary commitment of our Board members and volunteers and the dedication and hard work of our staff members. Difficult decisions were made last year as we reduced the size of our organization and refocused our staff to prepare for the future.

This action, along with the generous contributions of our many supporters throughout the Jewish community, resulted in our being able to allocate funding to our partner agencies that exceeded the previous year.

Perhaps the most gratifying activity of the past year was planning for the introduction of a new direction in Jewish philanthropy for the Seattle Federation. Our donors, beginning with the 2012 Community Campaign, may choose to designate their funds to one of our new Community Impact or Community Priority areas, or to support our Sustaining the Community Fund that will be allocated according to the greatest needs.

Through a year-long process of bringing together leaders from throughout our Jewish community, we developed this new philanthropic direction that we think will lead our community to even greater success. The process resulted in defined community priorities and goals that will result in a better Jewish community. Now we are leading the way to maximize the effectiveness of our community's philanthropy.

You will see many changes coming in the next year, including our new planning and allocation process, new web site, increased focus on donor cultivation and exciting events for our Jewish community. More Jewish organizations than ever before are eligible to submit funding requests, and we look forward to reporting to you on the impact of your dollars.

The needs in our community continue to rise, whether for the vital social services that care for the most vulnerable, or for creative programs to build and sustain Jewish identity. We know that Jews in Israel, the former Soviet Union and other parts of the world count on us for many of the basics of life.

We are dedicating our work to developing and delivering the vision, leadership, programs and resources necessary to create a vibrant, thriving Jewish community.

We are all in this together. Our experience over the past year has demonstrated that cooperation among all members of the Jewish community can be a powerful tool to advance innovative and creative programs. We can achieve great things by supporting one another, imagining the positive community in which we want to live and worship, and respecting the diversity of the Jewish people.

Thank you for your continued support of the Jewish Federation. Your commitment means our community will flourish today and in the coming years for our children and grandchildren.

We look forward to a bright Jewish future together.



Ron Leibsohn
2008-2011 Board Chair



Shelley Bensussen
2011-2012 Board Chair



Richard Fruchter
President & CEO

Handwritten signature of Ron Leibsohn in red ink.

Ron Leibsohn
2008-2011 Board Chair

Handwritten signature of Shelley Bensussen in blue ink.

Shelley Bensussen
2011-2012 Board Chair

Handwritten signature of Richard Fruchter in red ink.

Richard Fruchter
President & CEO

Executive Team

Richard M. Fruchter
President & CEO

Nancy Greer
Chief Operating Officer

David Chivo
*Vice President, Center
for Jewish Philanthropy*

Amy Wasser-Simpson
*Vice President, Planning
& Community Services*



A Year of Imagination

The Jewish Federation of Greater Seattle undertook its greatest transformation over the past year. We are building on our history as a respected community fundraising and allocation organization. Today we not only raise funds to support our Jewish community locally and abroad, but we are strengthening our leadership role as a Jewish community convener. As a key community-wide Jewish organization, we have renewed our commitment to bringing together people from every sector of the Jewish community to build a vibrant future for all.

Through the generous support of our many contributors, and significant belt-tightening in our operations, we were able to distribute more funding to our partner agencies than in the prior year.

Imagine

During the past year, over 100 community organization leaders participated to help craft a vision for our future that offers diverse opportunities for engagement, and creates an inviting, welcoming and accepting place for Jewish people of all ages and in all stages of life.

We asked these leaders to truly 'Imagine' a Jewish community that has the programs and resources that enrich the lives of Jews locally and globally and attract people to our region.

We asked them to 'Imagine' a vibrant, thriving Jewish community that offers every Jewish person a safe, secure place to live and worship...and a community that is known as a caring, compassionate place for all.

Through this year-long process, we developed a comprehensive set of Community Impact Areas, Community Priorities and specific goals. These will serve as our guide in the future, allowing donors to designate their giving to reflect their personal passions. These defined community initiatives will guide us as we allocate funds through our Community Campaign – all with the objective of moving our community toward achieving the vision we have imagined.

Our Impact

Our mission statement continues as a beacon for our organization.

“The Jewish Federation of Greater Seattle works to ensure a vibrant Jewish community that is connected locally, in Israel and worldwide.”

We do this through:

- Connecting people to Jewish opportunities and Jewish giving
- Bringing the community together to celebrate our diversity and plan for the future
- Raising funds for a wide array of vital needs in the Jewish community
- Advocating on behalf of the Jewish community and Israel

With a strong vision, dedicated leadership, the commitment to work together by all Jewish organizations, and the resources necessary to create and implement programs that achieve our goals, that Jewish community of the future can become a reality.

By focusing on the vision for our community, we help create partnerships and bring together the talent, imagination and resources needed to address key issues.

One of our vital initiatives is developing future leaders for our Jewish community and creating opportunities for young people to connect, learn the importance of philanthropy and experience the satisfaction of helping build community.





Our Community

It all comes down to our Jewish community. We are only as strong as our many dedicated organizations and donors who provide the resources and services that make our community robust. The saying “it takes a village” is not only true, but powerful.

Over 3,219 donors provided the financial strength to serve our community, and 31 organizations received support through the Federation during our 2011 Campaign Year.

Thank you to all who help make the Jewish Federation of Greater Seattle a strong, sustaining force for a positive Jewish tomorrow. Thank you to our generous donors who truly live the Jewish values of *tzedakah* and *tikkun olam*.

Together, we can imagine the Jewish community we want for the future, and together we can make it a reality.



The Year in Numbers

3,219 Donors to the Jewish Federation of Greater Seattle during the 2011 Campaign Year

\$2,435,789 Total allocated through the Community Campaign

565 Women at Connections 2011 Women's Philanthropy Brunch

125 Women gathered to study together at Turn The Page 2011

589 Attendees at Education Services Programs

2,500 Students reached by the educators participating in Education Services programs

100+ Students serving the community during J-Serve Day of Service

\$8,000 Allocated to nonprofit organizations by J.Team Teen Philanthropy

269 Children receiving camp scholarships through the Federation

\$105,656 Awarded in camp scholarships

16 Students awarded scholarships to visit or study in Israel

\$38,343 Awarded in Israel scholarships

1,527 Children enrolled in The PJ Library®

\$36,500 Awarded in Small & Simple Grants to 16 organizations

76 Organizations registered in SAFE Washington



Board of Trustees and Awards

Board of Trustees 2010 - 2011

Board Chair

Ron Leibsohn*

Community Campaign Chair

Shelley Bensussen*

President & CEO

Richard M. Fruchter*

Board of Directors

Jack Almo*, *Planning & Allocations Chair*

Jerry Anches, *Personnel Chair*

Norm Behar

Carl Bianco*, *Vice Chair*

Robin Boehler, *Center for Jewish Philanthropy Chair*

Celie Brown*, *Women's Philanthropy Chair*

Zane Brown, Jr.*

Marshall Brumer

Andrew Cohen*, *Treasurer / F&A Chair*

Michael Dickstein

David Ellenhorn*, *Vice Chair*

Don Etsekson*, *Secretary*

Tammy Federman

Lisa Fein

Carol Gown

Steve Hemmat

Peter Horvitz, *JTNews Chair*

Stephen Loeb*, *Vice Chair*

Dan Lowen

Naomi Newman*

Phil Roberts

Corey Salka

David Stiefel*, *Planned Giving Chair*

Past Board Chairs

Robin Boehler

Merle Cohn

Albert Franco z"l

Ray Galante

Eileen Gilman

Frankie Loeb

Gerald Ostroff

Herb Pruzan

Lucy Pruzan

Michele Rosen

Herman Sarkowsky

Iantha Sidell*

Rob Spitzer

Michael Spektor

Ernest Stiefel z"l

Irwin Treiger

Rabbinic Organization Representatives

Rabbi Jonathan Singer

Albert S. Maimon

Thank you to all those serving our Jewish community, whether on the 2010-2011 Board, a committee or as a volunteer.



*Executive Committee

Jewish Federation of Greater Seattle Board Chair's Award



Robin Boehler

Robin Boehler is a multi-talented and award-winning organization development, team building, education and training consultant. She holds a degree in Human Development and Family Studies from Cornell University, has several years' experience in elementary education in Cincinnati, and extensive volunteerism experiences both within and outside of the Jewish community. Robin has actively served on over two dozen local and national nonprofit boards over the past decade.

She is the recipient of Cornell University's Outstanding Volunteerism Award, the Spitzer Young Leadership Award in Recognition and Appreciation of Outstanding Service from the Jewish Federation of Greater Seattle in 1994, and was named a Wexner Heritage Foundation Scholar in 1997. Robin is a past Campaign Chair and Board Chair of the Jewish Federation of Greater Seattle. She was instrumental in creating the vision and implementation of our new philanthropic model.

Tikkun Olam Public Service Award



Senator Ed Murray, 43rd District, Seattle

Ed Murray was first appointed to the Washington State House of Representatives in 1995. Since then, Senator Murray has compiled an impressive record of legislative achievements on a wide-ranging array of issues, while serving the constituents of Seattle's 43rd Legislative District.

His tenure in the House included Chairmanships on the Capital Budget and Transportation Committees, and such legislative victories as historic transportation revenue packages and the Safe Schools anti-bullying legislation to protect our vulnerable youth.

But perhaps his most important achievement in the House was the successful passage of civil rights legislation to protect LGBT Washingtonians from discrimination in employment, housing, and financial transactions. The 2006 passage of this bill successfully ended an almost 30 year effort.

Upon his arrival in the Senate in 2007, Senator Murray continued his focus on issues of social justice, equality, and civil rights. His leadership over the past few years has resulted in the passage of three consecutive bills which have each successively expanded domestic partnership rights and benefits to same-sex and senior couples in Washington State.

Currently, Sen. Murray is Chair of the Senate Ways and Means Committee and serves on the Health and Long-Term Care Committee.

Sen. Murray has received numerous accolades and awards for his work on civil rights; including the 2002 Human Rights Campaign Leadership Equality Award, the 2006 Urban League Spirit Award and the 2005 Anti-Defamation League's Cal Anderson Award.

Jack J. & Charlotte Spitzer Young Leadership Award



Elizabeth Siegel

A teacher at Seattle Jewish Community School, Elizabeth received her B.A. from Brandeis University and her M.A. in History and Secondary Education from New York University. She

taught history and public speaking in New York City and then spent a year traveling around the world as a private teacher. Elizabeth previously was involved with the Young Leadership Division of Jewish Federation of Greater Seattle and the Anti-Defamation League, where she served on both organizations' boards and chaired the ADL's Glass Leadership program and YLD's MenschWorks. She loves to travel the globe and is an advocate for service and experiential learning, as well as humane treatment for animals. Elizabeth is the Associate Director of The Institute for a Democratic Future, an organization that engages young people in issues of importance to our region and government. She is the Vice-Chair for the 36th Legislative District Democrats and serves on the board of the Washington State Jewish Democratic Caucus.



Dan Lowen

Dan Lowen is a graduate of the YLD Springboard program and has been an active volunteer with the Jewish Federation since 2008. He is a Federation Board member,

Chair of the Special Initiatives Fund, and is Vice-Chair of the Planning and Allocations Committee. Dan has had a long-term commitment to volunteerism and his involvement with the Federation stems from his interest in maintaining a thriving Jewish community here in Seattle. Dan's professional efforts are focused within commercial real estate and finance and he is grateful for the support of his wife Alicia and daughter Cosette.

Pamela Waechter Jewish Communal Professional Award



Ameer Sherer

Ameer Huppin Sherer has been teaching in Seattle for over 20 years. She has her B.A. in Jewish Studies and her M.A. in Elementary Education from the UW. She has taught at the Jewish

Day School and Congregation Beth Shalom, and was the Program Director (1990-93) and Acting Director of Hillel UW (1993-94). Ameer was the Ziv Fellow in Jerusalem for the Ziv Tzedakah Fund with Danny Siegel from 2007-08. She is currently teaching 3rd grade at the Seattle Jewish Community School where in addition to her classroom duties, she coordinates the monthly and annual all-school *tzedakah* projects with her students. She also volunteers her time as the Chair of the Development Committee for Camp Solomon Schechter.



Ilana Cone Kennedy

Ilana Cone Kennedy is the Director of Education for the Washington State Holocaust Education Resource Center. For over 8 years, Ilana has worked with students, teachers, and

the community of the Pacific Northwest to develop resources and teacher training to support Holocaust education. Ilana holds a Master's degree from the University of Connecticut, and a B.A. from the University of British Columbia. Ilana has attended numerous conferences on Holocaust and genocide education. In this rapidly expanding field, Ilana has been identified as one of the individuals on the forefront, and has been selected to attend an exclusive training offered by Yad Vashem in New York this fall. After growing up in the Seattle area, her love of travel and learning continues to take her around the globe. Ilana and her husband Jon are the proud parents of two children.

Corporate Partnerships

Our campaign could not succeed without our generous corporate partners. They each value and understand the importance of building a strong community where we live and work. We truly appreciate these corporate partners who make a meaningful difference for many families in Seattle, Israel and worldwide.

PLATINUM PARTNER (\$15,000)

Loyaltex Apparel

GOLD PARTNER (\$10,000)

Hyatt Regency Bellevue

Nike

RealTime Productions

SILVER PARTNERS (\$5,000)

Alphagraphics

Nosh Away

Pan Pacific Hotel Seattle

SEI Investments

BRONZE PARTNERS (\$2,500)

PubliCola LLC

Seattle Iron & Metals Corp.

United Insurance Brokers, Inc

Wolfgang Puck Catering

SUPPORTING PARTNERS (\$1,000)

Era Living

Gildan Activewear

Masin's Furniture

ADDITIONAL PARTNERS

Book-It Repertory Theater

Butch Blum

Elliott Bay Book Co.

Ewing & Clark, Jody Epstein

JTNews

Lynn Chapman

Coaching & Events

Paragon Investment
Management Inc.

Red Carpet Valet

Sprague Israel Giles

Tatters

Virginia Mason Medi Spa

Wald Imports

Dani Weiss Photography

Community Campaign Partner Agencies

Human Need

Jewish Family Service
Caroline Kline Galland Center
and Affiliates
Seattle Association for
Jews with Disabilities

Jewish Education

BBYO – Evergreen Region
Jewish Day School of
Metropolitan Seattle
Jewish Studies
Program at the University
of Washington
Menachem Mendel
Seattle Cheder
Northwest Yeshiva
High School
Seattle Hebrew Academy
Seattle Jewish
Community School
Washington State Holocaust
Education Resource Center

Jewish Identity/ Community Building

American Jewish Committee
Anti-Defamation League
Hillel at University of
Washington
Hillel at Washington
State University
Hillel at Western
Washington University
JTNews
Strom Jewish
Community Center
Washington State
Jewish Historical Society

World Jewry

American Jewish Joint
Distribution Committee
Jewish Agency for Israel
Jewish Federations of
North America
Khabarovsk Chesed Center
Kiryat Malachi Emergency
Medical Clinic
Leket Israel
(formerly Table to Table)
Selah: Israel Crisis
Management Center
Taglit - Birthright Israel
TIPS (Tucson, Israel, Phoenix,
Seattle) Partnership
YEDID: Kiryat Malachi
Citizens Rights Center

Financials

Income from Philanthropy

2011 Unrestricted Community Campaign (\$4,918,914 as reported to Board, minus the PACE/LOJE total)	\$4,609,674
Perpetual Annual Campaign Endowment (PACE) Lion of Judah Endowment (LOJE)	\$309,240
Restricted Giving to Projects (The PJ Library®, Teen Philanthropy, Scholarships, etc.)	\$431,056
Corporate Partnership/Sponsorships	\$75,795
In Kind	\$56,048
Other Income	\$114,122
Total Income from Philanthropy	\$5,595,935
Donor Designation to Agencies	\$666,174
Total Income from Philanthropy Including Donor Designation to Agencies	\$6,262,109

Financials: Impact in the Community

Community Campaign Proceeds

Israel and Overseas	\$1,016,999
Local Jewish Identity Building	\$503,197
Local Human Need	\$450,041
Local Jewish Education	\$457,863
Reserves and Contingency	\$7,689
Subtotal	\$2,435,789

Seattle Jewish Community Endowment Fund

Partner Agencies	\$511,047
JFGS for Campaign Support	\$675,287
JFGS for Non-Campaign Support, which includes grants to The PJ Library®, Camp Scholarships, Education Services, Teen Philanthropy, the 2011 Legislative Seder and the Women's Endowment Fund	\$171,050
Other Jewish Organizations	\$365,822
Secular Organizations	\$565,911
Overseas Organizations	\$54,334
Scholarships and Honoraria	\$31,105
Subtotal	\$2,374,556

Additional Grants

Camp Scholarships	\$103,936
Capital Needs Grants	\$25,000
Long-Term Community Impact Grants	\$67,425
Operation Promise	\$50,266
Israel Scholarships	\$75,693
Small and Simple Grants	\$24,750
Subtotal	\$347,070

TOTAL IMPACT **\$5,157,415**



