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FROM THE EDITOR

Celebrating local Jewish philanthropy: past, present and future

DEAR READER,

Last year, the Jewish News changed ownership, transforming from a family-owned publication to a nonprofit under the ownership of the Jewish Community Foundation of Greater Phoenix. To mark this change, we decided to celebrate philanthropy in this year's Best Of magazine.

We begin with the history of philanthropic efforts in the Valley's Jewish community, which started in 1935 with a group of women from the Welfare Committee of the Phoenix chapter of the National Council of Jewish Women. We highlight five local philanthropic couples who share what inspires them to give to the organizations they do, and hear from teens who are learning the skills to become part of the next generation of givers.

By spotlighting the past, present and future of local philanthropic giving, we hope these stories will inspire our readers to think about what matters to them and discover ways they can help strengthen the Jewish community, whether by providing financial support or through the giving of their time.

Interspersed throughout the magazine are articles that include information about local organizations and programs in our Jewish community. It's not meant to be a comprehensive listing – our annual directory, which comes out in the fall and is available at jewishaz.com, takes care of that – but merely a guide to showcase what local organizations are doing to help create a vibrant Jewish community and how you can help be a part of their endeavors.

We would also like to take a moment to thank all those individuals who have so generously given their financial support and time to building and strengthening the infrastructure that our community has today and to those in the future who will help sustain and develop it.



Leisah Woldoff

Photo by Ken Brown Photography

Leisah Woldoff

Leisah Woldoff
Managing Editor

The heart of giving

The community's philanthropists have devoted themselves to causes for decades

By Debra Gelbart

The history of Jewish philanthropy in Greater Phoenix is so extensive that it would be impossible to profile all the players and organizations without writing a book. This short review is not intended to be at all comprehensive and includes very few specific names from among the thousands who have so generously helped build the Jewish institutions that are the bedrock of this community. In this article, we focus on four organizations whose missions center on helping the less fortunate: Jewish Family & Children's Service, Jewish Federation of Greater Phoenix, Jewish Free Loan and Kivel Campus of Care.

The beginnings

The earliest known organized effort to help those in need in the Phoenix area was the Welfare Committee of the Phoenix chapter of the National Council of Jewish Women. The committee was the first iteration of what is today the Jewish Family & Children's Service (JFCS). In 1935, the committee dedicated itself to alleviating the suffering of those in the Jewish community who were ill, homeless and penniless, according to a commemorative book produced for the 75th anniversary of JFCS in 2010.

Among the early members of the Welfare Committee were (according to the naming etiquette of the time) Mrs. Joseph Shapiro, chair, and Mrs. Gus Greenbaum, co-chair. In 1936, what was known as the Junior Council of the National Council of Jewish Women, held a luncheon in Phoenix to raise funds for

the Welfare Committee's efforts.

An enlarged photo from the event hangs today in the JFCS boardroom. In the photo, about 50 young, well-dressed philanthropists are seated at three long tables in an elegant ballroom in the Westward Ho in downtown Phoenix. Frank Jacobson, JFCS vice president of marketing and development, pointed out how impressive the group is, especially considering that the luncheon was held in the midst of the Great Depression.

Nationally, the United Jewish Appeal (UJA) was formed in 1939 as an umbrella fundraising organization for federations across North America. In October 1940, the Phoenix Jewish Community Council – the forerunner to the Jewish Federation of Greater Phoenix – was established. Phoenix and the Jewish Community Council were part of a network of communities across the U.S. that raised money for the UJA to distribute throughout the country and in Israel.

Post-World War II

The Jewish Community Council and the Jewish residents of Phoenix in the 1940s and '50s enthusiastically embraced the UJA. In March 1947, former First Lady Eleanor Roosevelt delivered the keynote address at a UJA fundraising event held in Phoenix, possibly at the studios of what then was called KPHO Radio. The UJA likely offered Roosevelt as a speaker to the Jewish Community Council in Phoenix as part of her tour on behalf of the UJA. This would have been “during the period of key debates over United Nations Parti-

tion of Palestine,” said Lawrence Bell, Ph.D., executive director of the Arizona Jewish Historical Society.

The Welfare Committee of the local National Council of Jewish Women (NCJW) chapter became Jewish Social Service, a standalone agency, in 1946.

In 1949, according to a retrospective preserved by the Arizona Jewish Historical Society and written about the inception of formalized geriatric care in Phoenix, “The Phoenix Jewish Community Council Kivel Nursing Home ... was built in answer to the anguish and desperation of the unfortunate elderly ... who, without family or friends, suffered in agony in converted garages and warehouses that passed for nursing homes.” Before the facility was built, Jewish Community Council leaders diligently searched for a way to finance the project.

Someone discovered that in the will of a deceased man named Himann Kivel, a substantial sum of money was earmarked “for the purpose of creating a shelter for itinerant, elderly Jews.” Kivel himself had been visited by a worker from Jewish Social Service before he died because he was ill, and no one in the community knew he had any financial resources, according to the retrospective. Once his \$105,000 donation was secured to initiate the nursing home project, others in the Jewish community made significant contributions, as well. Another \$120,000 became available through the U.S. Department of Health, Education and Welfare, as it was known at the time. The project came to be called the Kivel Nursing Home. Today it's the Kivel Campus of Care.

In 1950, Jewish Free Loan was established by Sam Block and Joseph Rabinowitz, who invested \$930 to set up the organization and file incorporation documents with the state of Arizona. When the board members met monthly at the Jewish Community Center offices at Fourth and Roosevelt streets in Phoenix, they recorded their meeting minutes not in English, but in Yiddish. Yet with limited funds, and in some cases limited English-speaking skills, they were determined to perform the mitzvah of *g'milut chasadim*, “acts of lovingkindness.”



Members of what was known as the “Junior Council” (younger members) of the National Council of Jewish Women's Phoenix chapter attend a fundraising luncheon at the Hotel Westward Ho in 1936.

Photo courtesy of the Pearl and Cecil Newmark Memorial Archives at the Arizona Jewish Historical Society

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Intersecting Real Estate and the Jewish Community for 25 Years



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Heart of giving

Continued from Page 7

In 1953, the Jewish Community Council began operating from a new Jewish Community Center building, a project developed by builder Sam Hoffman and located at 16th Street and Camelback Road in Phoenix. This was already the third location for the Center; it had previously been located on Central Avenue after it was on Fourth Street. The Jewish Community Center, Jewish Family & Children's Service and the Kivel Nursing Home became the Council's inaugural constituent agencies.

"In those earlier years, establishment of these organizations was more organic



Former First Lady Eleanor Roosevelt speaks to a UJA fundraising event in Phoenix in March 1947.

Photo courtesy of the Pearl and Cecil Newmark Memorial Archives at the Arizona Jewish Historical Society

and more personal than we would likely see today," Bell said. "The professionalization of these organizations came later. Initially, this was just people from the community coming together. They saw a need and tried to address it."

In 1962, Jewish Social Service officially became Jewish Family & Children's Service (JFCS). In 1968, the Phoenix Jewish Community Council changed its name to the Phoenix Jewish Federation. In 1999, the UJA officially became United Jewish Communities following the merger of the UJA, Council of Jewish Federations and United Israel Appeal. In 2009, that organization was renamed Jewish Federations of North America. Today, there are 148 individual federation offices across the U.S. and Canada, including what is now called the Jewish Federation of Greater Phoenix.

Other Valley nonprofits have their roots in the federation, such as the Jewish Community Foundation of Greater Phoenix, which became independent in 2002.



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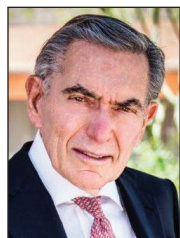
Spotlight: Three philanthropic profiles

Literally, thousands of generous members of the Greater Phoenix Jewish community throughout the past six decades deserve to be spotlighted for their exceptional spirit of giving. Here are brief profiles of three Valley philanthropists who have become icons – emblematic of the difference generosity can make in the growth and success of a community.

Bill Levine

When Bill and Ina Levine moved from Brooklyn to Arizona in 1960, Bill became involved in Valley real estate. Eventually, he co-founded Outdoor Systems, which became the largest advertising/billboard company in the U.S. He is now a general partner of Levine Investments.

When Levine's three children were growing up, the family were active members of the Jewish Community Center (JCC), then located in Phoenix. "The center was an important part of my family," Levine said in a 2008 interview with the Arizona Jewish Historical Society (AZJHS).



Bill Levine

When Ina died in 1999, Levine sought to create a memorial for her that reflected her devotion to Judaism and Jewish causes. At the same time, the existing JCC in Phoenix was looking for a new home. Levine purchased 30 acres at Sweetwater Avenue and Scottsdale Road in Scottsdale and then donated the land to build the Ina Levine Jewish Community Campus.

Jean Grossman

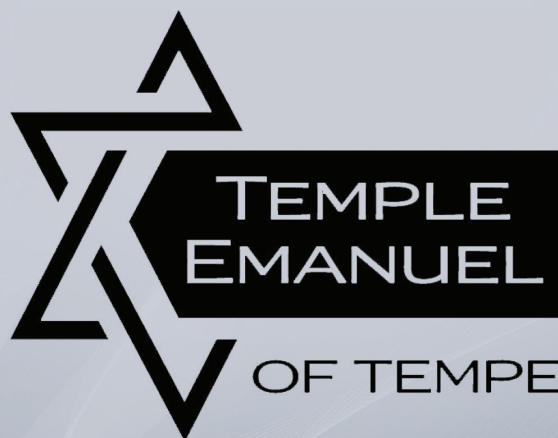
Jean Grossman's commitment and dedication to the federation system first began in 1949 in Minneapolis, where, according to a biography of her in the Jewish Federation of Greater Phoenix's 2006 annual report, she was canvassing neighborhoods on behalf of the United Jewish Appeal.

In 1981, she and her late husband, Harold, relocated to the Valley and became involved with the Jewish Federation of Greater Phoenix. Through the years, Grossman has served on the boards of the Federation, the Bureau of Jewish Education, the Council for Jews with Special Needs (CJNS, now Geshar Disability Resources), the Jewish Commu-

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Spotlight

Continued from Page 9

nity Foundation, Kivel Campus of Care, Hadassah, National Council of Jewish Women, Talmud Torah and the American Israel Public Affairs Committee (AIPAC).

In 1994, the Grossmans created the Harold & Jean Grossman Teen Israel Experience Endowment, which to date has helped nearly 900 teens connect to their Jewish heritage with trips to Israel. In 2000, the Jewish Community Foundation established the Harold & Jean Grossman PACE



Jean Grossman

Society, recognizing individuals who have created permanent annual campaign endowments of \$100,000 or more. In 2006, she received the Medal of Honor from the Jewish Federation of Greater Phoenix. Grossman continues to provide support to community projects, such as the Great Arizona Challah Bake.

Sheila Schwartz

For more than four decades, Sheila Schwartz, along with her late husband, Jess, has been dedicated to building a deeper Jewish community rooted in values and education. In addition to her work with the Federation, Schwartz served on the board of Phoenix Hebrew Academy and Kivel Women's Auxiliary. She was the founder of Jess Schwartz Jewish Community High School, the first Jewish high school in the Phoenix area, which served the community from 2001 to 2011. In 2003, she received the Jewish National Fund's Tree of Life Award, and in 2009 she received the Jewish Federation Medal of Honor.

Schwartz has been a leader with the Federation for decades, serving on both the Federation and Women's Philan-



Sheila Schwartz

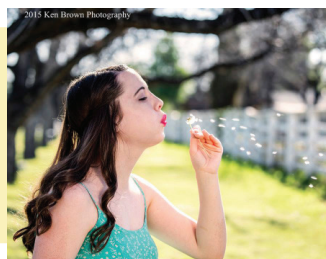
thropy boards. Her leadership activity also has included Arizona State University, Bar Ilan University, CJSN, Chrysalis, Jewish Community Foundation, Jewish National Fund, Partnership for Excellence in Jewish Educa-

tion, American Society for Technion-Israel Institute of Technology, the Valley of the Sun Jewish Community Center and the Weizmann Institute.

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From sapling to tree

Frazer family contributions started small and have grown exponentially

By Janet Perez

Growing up in Detroit and working in Washington, D.C., and New York, David Frazer was accustomed to being surrounded by strong Jewish communities. But in 1963, when the young lawyer brought his fledgling family to Phoenix, he found a very different situation.

"When we first moved here, and we were literally still unpacking, we read something in the Jewish News about a welcome meeting for newcomers at the Jewish Community Center, the old one on the West side (17th and Maryland avenues)," Frazer said. "So, Joan and I, with another couple that we had met just recently, went to the meeting. It turned out that the four of us were the only ones to show up."

While the organizers of the event outnumbered the attendees, Frazer was struck by the sense of camaraderie.

"Everybody was very nice and said they were glad we came," he said. "Then they told us that there was going to be a fundraiser the following week. That was my first contribution to the Jewish community in Phoenix. It was a modest contribution, no more than \$100 I can guarantee you."

From that \$100, Frazer, his late wife, Joan, and his current wife, Marilyn, have become devoted and generous members of the Jewish community in greater Phoenix.

As time went on, Frazer would become president of the Jewish Community Center, what is today the Jewish Federation of Greater Phoenix. Frazer later moved on from his duties, but he returned a year ago to help raise \$100,000 to buy the center a new sound system at its current location on the Ina Levine Jewish Community Campus in Scottsdale.

Frazer's late wife, Joan, was on the board of directors of the Hillel Jewish Student Center at Arizona State University for 10 years. When she passed away in 1999, Frazer joined the board for another 10 years. Joan also was the co-founder and first president of Jewish Business and Professional Women, a board member of the Jewish National Fund and a member of Temple Beth Israel in Scottsdale.

In honor of Joan, Frazer created the



Photo courtesy of JNF

Joan Frazer Memorial Award for Judaism and the Arts in 2000. The scholarship provides students of any faith at ASU with up to \$1,500 to support the creation of original, artistic expressions combining Judaism and the arts.

Growing up as a secular Jew in a heavily Jewish neighborhood in Brooklyn, Marilyn Frazer said she really began learning about her faith when, as a young bride and teacher, she moved to North Carolina. Eventually, she joined Hadasah. When she moved to the Valley in 1990, she joined the Phoenix chapter of the Brandeis National Committee.

"And when I married David, I began to learn more about philanthropy," said Marilyn, who married Frazer in 2002.

They also have long supported the Jewish National Fund (JNF).

Frazer, through his law firm, Frazer Ryan Goldberg & Arnold, helped his client Mary Mann bequeath \$1.3 million to JNF. After Mann's death in 2006, Frazer was responsible for directing the funds to two projects in Israel,

including \$1 million to help build a visitors' center at Abraham's Well, a historic site in southern Israel's largest city, Be'er Sheva.

Frazer's past and current community involvement within and outside of the Valley Jewish community includes working with the federation on planning interfaith trips to Israel, helping to create the Flinn Foundation and working with the National Council of Christians and Jews (now the National Conference for Community and Justice) for 30

years on the Anytown Camp program. Anytown is a summer camp that brings together high school students of diverse backgrounds to eliminate biases. When funds for the program in Arizona dried up in 2008, it was handed over to the YMCA. However, the YMCA combines college and high school students.

"We later asked the YMCA to let us do the camp just for high school kids," Frazer said, and now the program operates as an independent nonprofit called the Anytown Arizona Leadership Camp.

All this is to be expected from someone who was raised to give back and be a leader in the community.

"My mother was very active in the community in Detroit and my father was very involved with his synagogue in Detroit. They were leaders," Frazer said. "That's what Jews are supposed to do. If you have money and after you've taken care of your family, give to causes that you think can be very helpful to people in the community."



Photo by Ken Brown Photography

Generations of giving

Randi and Alan Jablin continue their parents' legacy of giving

By Salvatore Caputo

Philanthropy is one of the foundations of Randi and Alan Jablin's marriage.

"We promised each other as husband and wife that we would try to do good things together," Alan said. "I think we've done OK so far. We're just kind of starting."

And it's been quite a start. The Scottsdale residents were married in 2012, donated two Torahs in 2015 – one to Beth Joseph Congregation in memory of Randi's parents and the other to Chabad of Mesa in memory of Alan's parents – and in 2016 launched the Friedel Family Foundation Senior Transportation Fund to provide transportation services to homebound seniors.

"That was one of the most wonderful years of my life as far as giving – that we were able to give two Torahs and set up the senior transportation program within a year," said Alan, who was born in the displaced persons camp at Bergen-Belsen after World War II and brought by his parents to the United States in 1951. They settled in Detroit, where he grew up and attended Detroit public schools, including a performing arts high school. He earned degrees in accountancy (Wayne State University) and law (the Detroit College of Law, which has since become Michigan State University College of Law), practiced law in

his own firm in Detroit for 20 years and later in the San Francisco Bay Area. He landed in the Valley in 1999.

“We promised each other as husband and wife that we would try to do good things together.”

Randi, a native of Omaha, Nebraska, arrived in the Valley after college graduation to take a teaching job in the Paradise Valley Unified School District. She grew up “extremely Reform” in Omaha, where she was involved in BBYO. She went to college at the University of Arizona in Tucson, joined the Alpha Epsilon Phi sorority and led the chapter. After college, she developed a thirst for Jewish knowledge that led to deep involvement in the Jewish Federation of Greater Phoenix, including Women's Philanthropy and the National Young Leadership Cabinet.

Both thank their parents for their philanthropic drive.

Randi said her parents set an example of philanthropy in their “small, but mighty Jewish community” in Omaha. Among their efforts, they endowed the only Jewish day school in Nebraska, now known as the Friedel Jewish Academy, and she and her sister continue to support the interdenominational school attended

by Jews of liberal and Orthodox streams.

Alan said that his father taught him that *tzedakah* meant that “even the poorest person, who had nothing, was still obligated to do something for other people. If they couldn't afford it, they needed to volunteer their time or just do something simple like having someone over for a meal or something like that, just to do something.”

Randi said her parents, particularly her father, enabled her to be in a position where she could give of her time and resources throughout the years.

“I have two kids, Mathew and Lyndsi, and I'm trying to instill in them to be thankful for what they have and to give back,” she said.

Alan has two daughters, Amy and Erika, both married with children.

“We're ambassadors for the [American Jewish] Joint Distribution Committee,” Alan said, noting that his daughter, Amy, was a Goldman Fellow for “the Joint.”

“I'm proud of her because she's doing good things,” he said, adding that she started The Red Stone, an organization that helps Jewish women with fertility problems.

While the Jablins give to some non-Jewish causes – Alan, for instance, proudly says he is one of the founders of the Musical Instrument Museum in Phoenix – most of their philanthropy is directed to Jewish groups, including gifts to Valley synagogues across the denominational spectrum. They fervently believe in *klal Yisrael*, that all Jews are responsible for one another.



Photo by Joel Zolondek



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From rides to Creative Aging

Agencies aim to increase services for seniors

By Leisah Woldoff

When the Jewish Federation of Greater Phoenix conducted a study on seniors in 2012, the Senior Services Task Force determined three core areas that were most needed for the Valley's senior Jewish community: human capital, transportation and programming/socialization. Since then, the Federation has made a concerted effort to provide these services for seniors in the community.

First, the Federation, in partnership with Jewish Family & Children's Service (JFCS), hired a senior concierge to maintain a database of senior services and be available to advise and refer people to existing service providers as needed. In June 2015, Janet Arnold was hired in this role and also now serves as director for JFCS's Creative Aging, a program that launched this year to offer participatory arts classes for boomers and other seniors at multiple locations.

Secondly, the Federation started administering a senior rides program, using Envoy America as a service provider. The effort began in early 2016 through the work of Alan and Randi Jablin, along with the Friedel Family Foundation. At that time, the Friedel Family Foundation Senior Transportation Fund was administered through Smile on Seniors.

Providing a transportation option also opens the door to the third core area of need – programming/socialization – as it allows an affordable way for seniors to attend programs.

Several organizations provide programming for seniors, from the JFCS Center for Senior Enrichment at the Palazzo in Phoenix, to senior programs at the Valley of the Sun Jewish Community Center in Scottsdale and the East Valley JCC in Chandler. Smile on Seniors is a volunteer-fueled organization that offers monthly programs, Shabbat dinners, holiday-themed programming and home visitations.

Kivel Campus of Care offers HUD-subsidized independent-living apartments and an assisted-living center in Phoenix with a variety of programs and kosher meals. The assisted living center includes a 15-bed memory-care unit.

Kivel also operates The Retreat at Desert Cove, a 10-bed assisted-living home in Scottsdale.

JFCS Older Adult Services also offers in-home counseling, assessment and case management. Its work includes partnerships with other organizations such as the Phoenix Holocaust Survivors' Association, Generations After (a group for children and grandchildren of survivors) and Duet to help provide assistance to Holocaust survivors. Jewish War Veterans assists local veterans.

For a complete list of social organizations, visit the Community Directory page of the Jewish News website, jewishaz.com.

contact info

Area Agency on Aging
aaaphx.org

East Valley JCC
evjcc.org

Generations After
phsaga.com

Hospice of the Valley
hov.org

Jewish Federation Senior Rides Program
Marty Haberer, 480-634-4900, ext. 1105

Jewish War Veterans
Melvin Brody, 480-473-9076, jvw.org

JFCS Center for Senior Enrichment at The Palazzo
602-943-2198, jfcsaz.org/senior-enrichment

JFCS Older Adult Services
602-452-4627, jfcsaz.org/olderadults
Senior concierge: Janet Arnold,
480-599-7187
Jewish social services manager:
Kathy Rood, kathy.rood@jfcsaz.org

Kivel Campus of Care
602-956-3110, kivelcare.org

Phoenix Holocaust Survivors' Association
phoenixphsa.org

Smile on Seniors
sosaz.org

Valley of the Sun Jewish Community Center
vosjcc.org

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Giving time

Marc and Ellen Kelman give of their money and time

By Salvatore Caputo

For Marc and Ellen Kelman, philanthropy is a two-sided coin.

"I think we both agree that we want to be philanthropic, but the other side of the coin is that we put our time where our money is, as well," said Marc. "We're both very actively involved."

The Phoenix residents both attribute their philanthropic bent to their parents. Marc, a commercial real estate investor, was raised in a Conservative home in Cleveland. His parents moved to the Valley in 1973, and he followed after graduating college in 1975.

"Both my parents, of blessed memory, set the example for us growing up and we just picked up the mantle," he said. "Both my parents were involved in the communities in Cleveland. They were involved in the communities here in Phoenix."

Together, he and his father were honored in December 2007 with the Jewish National Fund's Tree of Life Award. Already president of JNF's Arizona region at that time, Marc ascended to the national board that year and served as the vice president of JNF's national campaign from 2010 to 2013.

Ellen grew up in the Valley, a member of Reform Congregation Beth Israel. "I'm pretty much a native," she said. Her family moved here from Chicago when she was about 18 months old, and she remembers when the Valley Jewish community encompassed just three synagogues. "My view is that you have to leave a mark on this world to make it better than it was when you found it," she said. "That's the giving-back part. From a philanthropic point of view, no matter what organization or cause you support, we feel you must invest as much time and money as you possibly can. Be fully committed."

They met in the Valley after college and were active together in the Federation's Young Leadership beginning in the late 1970s and chaired the program. Both won the Federation's Young Leadership Award. Their resume of involvement since then is long and varied. Marc has served on the boards of the Federation, the Valley of the Sun Jewish Community Center and Hillel. Ellen served

on the Federation's allocations committee, annual campaign, Women's Philanthropy board and Social Services Task Force; was a board member and president of the Solomon Schechter Day School; and has presented programs and seminars for Jewish Family & Children's Service and served on the Jewish Crisis Response Team.

Their current philanthropic focus is threefold, Marc said: JNF, Jewish Arizonans on Campus and Stepping Stones of Hope. Still serving on JNF's national board, he is vice president of Blueprint Negev and heads

"I think we both agree that we want to be philanthropic, but the other side of the coin is that we put our time where our money is, as well."

JNF's water task force. Ellen also serves with him on a JNF task force on housing in Israel. "I just believe that it's so important for the Jewish people to have a homeland, because without a home-



Photo courtesy of JAC

land, our survival is at risk," Marc said.

That dovetails with the couple's involvement in JAC (they established the Kelman Family Scholarship Fund for JAC), he said, because he feels "we've got to keep people Jewish" and JAC's educational efforts support that goal.

Ellen, a clinical psychologist in private practice, is vice president and director of adult programs in a volunteer capacity for Stepping Stones of Hope, a Phoenix-based nondenominational nonprofit that "helps children and their families who are grieving," she said. She has been involved with it since 1999, leading about a half-dozen weekend retreats a year that gather whole families dealing with grief.

The Kelmans see their example playing out in their adult children, Scott and Stephanie, who both live out of state and are heavily involved in JNFFuture, JNF's young leadership group.

L'dor v'dor.



Photo by Ken Brown Photography

Addressing a community's needs

By Leisah Woldoff

The Valley's Jewish community is fortunate to have several organizations and programs devoted to helping the community thrive financially, culturally, socially and spiritually. From larger agencies that address many different needs, such as the Jewish Federation of Greater Phoenix and the Jewish Community Foundation (JCF) of Greater Phoenix, to smaller organizations that focus on a specific service – such as Greater Phoenix Vaad Hakashruth, which addresses the community's kashrut needs – each play a vital role.

There is also a foundation in Prescott, the Jewish Community Foundation of Greater Prescott, that provides funding for programs in Northern Arizona.

In recent years, individuals have formed giving circles that provide grants to programs and organizations. Members donate a specified amount, raise additional funds and then allocate grants to multiple organizations.

Helping the needy

Some organizations focus primarily on vulnerable members of the community, such as Ezras Cholim, Hebrew for “help the sick,” which arranges volunteers to visit the sick, provide kosher meal delivery, drive patients to medical appointments and advocate on patients' behalf. Tomchei Shabbos of Phoenix helps provide food for Shabbat and holidays to people in need.

Jewish Family & Children's Service (JFCS) offers behavioral health and social services for adults and children who face mental and medical challenges. It also provides individual and family counseling, senior services, substance abuse programs and Jewish career services. JFCS also partners with the Bureau of Jewish Education for an annual Passover food drive.

Providing for well-being

Jewish Free Loan offers interest-free loans to Jewish residents of Arizona. Since its inception, thousands of individuals and families have been able to continue their education, travel to Israel, start a business, tend to medical and dental needs, experience Jewish summer camp, adopt a child, provide a loved one with a Jewish burial, avoid eviction and navigate numerous other life experiences without the worry or burden of compounding interest.

The Jewish Genetic Diseases Center of Greater Phoenix creates awareness of genetic risks and options through education geared toward Jewish adults ages 18-45, and offers BRCA education and genetic screening.

Assistance through tax credits

Arizona taxpayers can provide funding to local agencies by taking advantage of the Arizona Charitable Tax Credit to redirect some of their state taxes to help those in need.

Examples of Jewish organizations that can receive these funds are Gesher Disability Resources (formerly Council for Jews with Special Needs), which provides programs and services for children and adults with special needs; JFCS; JFL; the Jewish Tuition Organization, which provides students with need-based scholarships to Jewish day schools; and Kivel Campus of Care, which serves the housing needs of low-income Jewish elderly.

Addressing global needs

The Valley also has local chapters or offices of national and international organizations. These include:

- Brandeis National Committee, which raises money for libraries, scientific research and scholarships at Brandeis University;
- Hadassah, which works to change lives in Israel, the U.S. and the world through medicine, research, advocacy, education and youth programs;
- Jewish Women International, which strives to break the cycle of violence through education and advocacy, and supports residential treatment centers in the U.S. and Israel;
- NA'AMAT, which raises funds to support programs for women and children in Israel and the U.S.;
- National Council of Jewish Women, which advocates on issues for women, children and families; and
- ORT America, which helps enable more than 300,000 students to develop careers.

Some organizations focus primarily on strengthening Israel. These include AIPAC (American Israel Public Affairs Committee) and Jewish National Fund.

The American Jewish Committee works to advance democratic values around the world and the Anti-Defamation League fights anti-Semitism and all forms of bigotry.

Cultural and Jewish continuity

On a lighter note, the Valley is also home to cultural organizations, such as the Arizona Jewish Historical Society, which is housed at the Cutler-Plotkin Jewish Heritage Center, the site of Phoenix's first synagogue. It hosts a number of exhibits, film screenings and other cultural events throughout the year. Also, for the past 21 years, the Greater Phoenix Jewish Film Festival has brought Jewish-themed films to the Valley.

And of course, there are other spiritual and educational institutions that require funding for their programs, such as preschools, day schools and synagogues.

For a full list of the Valley's Jewish organizations, visit the annual Community Directory at jewishaz.com, and also follow the development of the Valley's Jewish community in each weekly issue of Jewish News.



The number of Valley Jewish community organizations has increased dramatically since the “new” Jewish Community Center opened on Central Avenue south of Thomas Road in October 1951.

Photo courtesy of the Pearl and Cecil Newmark Memorial Archives at the Arizona Jewish Historical Society

resources

Arizona Jewish Historical Society
602-241-7870, azjhs.org

Brandeis National Committee
480-359-7262, brandeisphoenix.com

Bureau of Jewish Education
480-634-8050, bjephoenix.org

East Valley JCC
480-897-0588, evjcc.org

Ezras Cholim
ezrascholimofphoenix.org

Gesher Disability Resources
(formerly Council for Jews with
Special Needs)
480-629-5343, cjsn.org

**Greater Phoenix Jewish
Film Festival**
gpjff.org

Hadassah
hadassah.org

**Jewish Community Foundation
of Greater Phoenix**
480-699-1717, jcfphoenix.org

**Jewish Federation
of Greater Phoenix**
480-634-4900, jewishphoenix.org

**Jewish Community Foundation of
Greater Prescott, Inc.**
(928) 771-0016, jcfgp.org

**Jewish Family & Children's Service
(JFCS)**
602-279-7655, jfcsaz.org

Jewish Free Loan
602-230-7983, jewishfreeloan.org

**Jewish Genetic Diseases Center of
Greater Phoenix**
480-668-3347, getscreenedaz.org

Jewish National Fund
jnf.org

Jewish tax credit
jewishtaxcredit.org

Jewish Tuition Organization
jtophoenix.org

Jewish Women International
jwi.org

NA'AMAT USA
naamat.org

**National Council of Jewish Women
(NCJW)**
ncjwaz.org

ORT America
ortamerica.org

Tomchei Shabbos of Phoenix
tomcheiphoenix.org

Valley of the Sun JCC
480-483-7121, vosjcc.org

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Giving as a way of life

Couple balances *chesed* with strategic philanthropy

By Janet Perez

For Josh Wertlieb and Rebecca Light, giving isn't just something they do – it's who they are. "It's not so much a personal philosophy as it is our understanding of what it is to be a Jew," Light said. "As a Jew, we have many responsibilities in the way we engage with each other and the world around us. While we may often fall short, we believe that giving is not optional or something separate from our ongoing, everyday life."

Light and Wertlieb are an example of a new generation of young Jewish couples who are continuing their faith's call to observe the mitzvot.

"I learned several years ago that there are more *mitzvot bein adam l'chavero* (interpersonal mitzvot) than any other category," Wertlieb said.

Wertlieb was born and raised in Boston and moved to the Valley in 2010. He spent most of his professional career in the fine wine business, but is now involved in real estate development and small business investments.

“It's not so much a personal philosophy as it is our understanding of what it is to be a Jew.”

While originally from Colorado, Light grew up in Tucson and moved to the Valley in 2002. She was a corporate and nonprofit event planner.

The two married in 2012 and are the parents of two boys, 3-year-old Ari and 1-year-old Eli. Light is now a stay-at-home mom. Despite busy careers and very young children, the couple continues to devote their time to philanthropic organizations.

"Both of our families have always been active and engaged in philanthropy in different ways," Light said, "It was always part of our lives, but getting married and starting a family put a different

type of responsibility on us as a couple."

Wertlieb is a board member and treasurer of Valley Beit Midrash, a board member of Jewish Tuition Organization, co-founder of Young Jewish Funders of AZ (a giving circle that is currently on hiatus), and vice president and Jewish life committee chair of the Howard and Geraldine Polinger Family Foundation. He is also very involved with Beth Joseph Congregation.

Light is a co-founder of the Jewish Women's Philanthropy Circle of Arizona, a member of the Jewish Community Foundation's grants committee and continues her work with BBYO, although she said she has "retired" as an adviser after 11 years.

With their time at a premium, Light and Wertlieb consider many factors before deciding which organizations and causes to help.

"Organizations that share our values, address the real needs of the community, are collaborative, are well-managed financially and to which our level of contributions can be impactful are generally the ones that earn our time, money and energy," Light said. "We believe in a balance of *chesed* and strategic philanthropy, with the ultimate goal of making our community better and more engaging."

Light and Wertlieb are

also involved in organizations outside of the Jewish community. As residents of the Encanto Palmcroft Historical District, the couple is interested in efforts to strengthen downtown Phoenix. They also support groups that focus on children and the arts.

As parents, Light and Wertlieb are ready to pass onto their children their families' tradition of giving back. They also hope they are inspiring their peers and are looking to be inspired in return.

"If any of our efforts or involvement have inspired others to either give more or do more for other people, that would make us the most proud," Light said. "Similarly, we are always looking for partnerships with others that will push us to grow as humans, philanthropists and Jews."



Photo by Ken Brown Photography



Photo by Ken Brown Photography

Setting roots and giving back

The Zemels define philanthropy as 'giving to make a difference'

By Marilyn Hawkes

In the early 1970s, when Barry Zemel was stationed in Fort Huachuca with the United States Army Reserves, he visited Phoenix and “fell in love with it,” said his wife, Barbara. At Barry’s urging, the couple took a summer road trip to Arizona. They rented an apartment, went back to New York, packed up and moved to Phoenix to start their new life in the desert.

“We were real pioneers,” Barbara said.

Soon after moving, the Zemels joined various Jewish organizations around the Valley.

“We realized that if we really wanted to stay in Phoenix, we needed to get immersed in the Jewish community,” Barbara said.

Barry, who specializes in alternative investments, said they not only joined Jewish organizations, but they also served on boards and participated in the hands-on work of many groups throughout the years.

“We always felt that we had to give back, even when we were just starting out and had no money,” Barry said.

But it was the 1973 Arab-Israeli War that propelled the Zemels into what has become a lifelong legacy of philanthropy. Through their involvement with Jewish Federation, they contributed and helped raise funds for Israel. From there, they branched out and gave as they could.

As a philanthropist, Barry researches organizations to find out where his contributions will make the most difference.

“If you want to make an impact, you really have to search out where your money is going and make a multi-year commitment and support that organization,” he said.

More importantly, you have to identify what your passions are, Barry added. The Zemels have four areas where they concentrate their contributions: Jewish/Israel, education, socially disadvantaged and the arts.

The Zemels have supported countless Jewish and secular organizations in the Valley, but shy away from the spotlight. They don’t like to be recognized for giving, but hope that their contributions will inspire others to give.

“We feel that you have to set an example,” Barry said. “If you get caught up in the glory aspect of giving, you forget about what makes the organization run.”

But every now and then an organization the Zemels supports will come to them with a new idea.

“We always felt that we had to give back, even when we were just starting out and had no money.”

For example, the couple was approached by Jewish Family & Children’s Service to help fund a new program called “Creative Aging” that engages seniors through dancing, singing, writing, art and other creative endeavors. The Zemels were excited by the idea.

“We financed the beginning of that program,” Barry said. “Now, the Jewish Community Foundation (JCF) is giving them a grant for next year, so we can step away and hopefully help someone else.”

Rich Kasper, JCF’s president and chief executive officer, said the Zemels have supported virtually every Jewish cause in the community.

“I have been fortunate to work with and know Barb and Barry Zemel,” he said. “Their

longstanding commitment to sustaining and improving our community is evidenced by their compassionate, consistent generosity. These qualities, combined with their good humor and surprising humility, makes it a pleasure to work with them. Our entire community should be grateful for their support.”

Looking to the future, Barry is confident that the younger generation will take the reins and also become givers. But first, they have to go through the normal cycle of getting established financially and raising their children, just as he and Barbara have done.

Some young people are participating in giving circles and granting money to organizations they deem worthy after researching where the money will go.

“And that’s what philanthropy is – giving to make a difference,” Barry said.



Photo courtesy of the Zemels



Photo courtesy of the Zemels

Inspiring the next generation of philanthropists

Each year, a group of Jewish teens in the Valley learns about being philanthropists and grantmakers through the Jewish Community Foundation of Greater Phoenix's B'nai Tzedek Youth Philanthropy Program. The program was initiated by the Harold Grinspoon Foundation in Western Massachusetts and was launched locally in fall 2005. Since then, more than 400 teens have participated in the program, which is directed by Andrea Cohen. Here, two teens, who serve as members of the Foundation's Youth Philanthropy Board, share their motivation for giving and their experience with the program.

By Jake Miller

Philanthropy has been a part of my life for as long as I can remember.

As an avid reader, when I was in fifth grade, I collected books to take to a shelter near my house. Twice a month, I brought books and read to children. I always left happy knowing that the kids enjoyed being read to and would continue to read the books after I left.

In seventh grade, I opened my B'nai Tzedek youth philanthropy fund with money that I received from my bar mitzvah. I was told that each year I would be able to donate to nonprofits of my choice. That same year, my sister had joined the B'nai Tzedek Youth Philanthropy Board. One day, she explained to me the grant-making process and how each organization is vetted and evaluated carefully. I realized that by granting my own money to Jewish nonprofits, I could make a change in my community. Since then, I have enjoyed working at shelters, my synagogue and especially Camp Swift, where I have been a camp counselor to underprivileged children.

In ninth grade, I was excited to be selected to serve on the B'nai Tzedek

decisions since every nonprofit needed funding. My favorite part was seeing the smiles on people's faces during check presentations.

This year, I was chosen to serve on the JCF grants committee in addition to the B'nai Tzedek Board. We review many grants from incredible nonprofit organizations.

My favorite part of the process is choosing which grants to fund. I love having discussions on how many people per dollar a grant will fund, or how much of an impact per person a grant will have. It is the most difficult part of philanthropy, but it is necessary in order to make sure that the best organizations get the money they need. When making decisions, it is important to evaluate all organizations. I discovered recently that while an organization did not seem worthwhile, upon further inspection it turned out to be the most impactful in the community. Also, when reviewing letters of intent, it is important to not reject a nonprofit based on the professionalism of their document. Many great organizations don't allocate funds to hire professional grant writers.

During the holidays, many grants are made as gifts through B'nai Tzedek. We can send certificates to family members and friends notifying them that grants have been made in their honor. The holidays are not the only time to make grants or volunteer. However, while it is important to volunteer all year long, there seems to be a greater need during the holidays, since others don't have the same opportunities to celebrate as we do.

I like that the JCF notifies B'nai Tzedek board members of many volunteer opportunities over the holidays, so that we can participate and help make the holidays more meaningful for others.

Jake Miller is a sophomore at Brophy College Preparatory, a member of Temple Chai, and a member of the Youth Philanthropy Board and the Jewish Community Foundation Grants Committee. This essay originally appeared on the Jewish Teen Funders Network blog.

By Sarah Warner

This year, the Youth Philanthropy Board is granting to organizations that focus on, specifically, the root causes of poverty. I've learned that – while there are many great organizations that



Sarah Warner

focus on helping individual's immediate needs – organizations that focus on root cause make more of

an impact in the long run. Everyone has heard the saying "Give a man a fish, and you feed him for a day; teach a man to fish and you feed him for a lifetime."

Over the course of this year, I have witnessed just how true this saying is. By donating to and volunteering for organizations that focus on the root causes, one can make more of a long-term impact.

Through the board, I have discovered many great organizations that I had never heard of but are working hard for causes I care about. The board has also taught me how to look at every aspect of an organization (the budget, administration, government funding, experience completing projects, etc.), so that I can be sure I want to donate to or be involved with them.

Sarah Warner, 15, is a member of Congregation Merkaz Ha-Iyir. This is her first year on the B'nai Tzedek Youth Philanthropy Board.



Jake Miller helps present a \$1,800 check from the JCF Youth Philanthropy Board to Arizona Helping Hands to help fund its program for foster kids.

Photo courtesy of JCF

Youth Philanthropy Board. I learned a lot while deciding funding priorities. I enjoyed volunteering at nonprofits in the community with the Tikkun Olam Tour and I struggled making grant

Ways to engage in the community's future

For those who are interested in investing in the next generation, there are plenty of opportunities, starting at the preschool level and continuing through day schools, high schools and college.

college

Hillel Jewish Student Center at Arizona State University
480-967-7563, hillelasu.org

Jewish Arizonans on Campus (JAC)
480-390-6173, myjac.org

Rohr Chabad House — Jewish Student Center
Arizona State University
480-736-TORA (8672), jewishasu.com

Rohr Chabad House — Jewish Student Center
Northern Arizona University
(928) 255-5756, jewishflagstaff.com

day school scholarships

Chabad Tuition Organization
chabadaz.com

Jewish Tuition Organization
jtphoenix.org

programming

BBYO
480-481-1788, bbyo.org

Bureau of Jewish Education/ Hebrew High of Greater Phoenix/ Family programs
480-634-8050, bjephoenix.org

Chabad Youth Programs
chabadaz.com/youth

CTeen Programs
602-793-0152, chabadaz.com/teens

East Valley JCC
480-897-0588, evjcc.org

Jewish Community Foundation's B'nai Tzedek Youth Philanthropy Program
480-699-1717, jcfphoenix.org

JCF Youth Philanthropy Board
480-699-1717, jcfphoenix.org

Jewish Student Union
arizona.ncsy.org

Maccabi Youth Program and The League
480-481-7016

NCSY/Junior NCSY
arizona.ncsy.org

PJ Library
valleybeitmidrash.org/pjlibrary

Shevet Shemesh
602-541-4105, shevetshemesh.com

Swift Youth Foundation
480-443-5645, campswift.org

Valley Beit Midrash Teen Mussar Fellowship Program
valleybeitmidrash.org

Valley of the Sun Jewish Community Center
480-481-7074, youth@vosjcc.org, vosjcc.org/clubj

special needs

The Friendship Circle
602-861-1600, fcaz.org

Gesher Disability Resources (formerly Council for Jews with Special Needs)
480-629-5343, cjsn.org



Teens participated in J-Serve, the international day of Jewish Youth Service this past April. The Scottsdale and Tempe J-Serve projects, "Mountain Gives Back," were hosted by Lost Our Home Animal Shelter, Tranquility Trail and Miracle League. During the projects, participants fed and bathed bunnies, helped with the rehabilitation of animals and played baseball with disabled youth. *Photo courtesy of BBYO*



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Charitable giving estate plans

Solidify your legacy within the Jewish community

One of the foundations of Judaism is *tzedakah*; it is a mitzvah to help and give charitably to the poor and disadvantaged. Jewish law asks everyone to give one-tenth of their income to the poor (Leviticus 25:35 and Deuteronomy 15:7-8). You can support your personal and family values and traditions with long-term charitable giving goals.



Allison L. Kierman

Planned giving, the mechanism for planning future charitable gifts or donations, has numerous advantages. As a donor, you receive tax benefits and the ability to preserve your legacy by supporting your community and values. For charitable organizations, planned legacy gifts provide long-term financial stability by allowing the organization to weather economic highs and lows, understand ongoing assets and make long-term growth or building plans.

Charitable giving estate plans: There are multiple ways to give to charity through an estate plan, including designating a charitable beneficiary on a life insurance policy, giving your retirement plan assets and gifting real or tangible personal property. Two of the most common methods of charitable giving are through bequests and charitable remainder trusts.

Bequests: Bequests are gifts made by will and can be made to an organization's general fund for the organization to use as it sees fit (which provides the most flexibility for the organization), or you may specify that the gift

only be used to support a specific program or project. A bequest is an effective estate tax planning tool as a charitable deduction is allowed for the entire amount of the gift.

Charitable remainder trust: To create a charitable remainder trust, you set up a trust and transfer the donated assets to a tax-exempt, IRS approved-charity. Often the charity serves as the trustee and manages or invests the trust's assets so it will produce income. You, or another beneficiary, can receive all or a portion of the income generated to continue to meet your financial needs. At the end of the specified lifetime or term for the income interest, the trust assets transfer entirely to the charity. Charitable trusts are beneficial to donors, as establishing such a trust generally entitles you to claim an income tax charitable deduction.

Legacy building: A primary benefit of charitable giving is legacy building for you and your family, as well as your chosen charitable organization. Many

local organizations have started life and legacy committees or planned giving campaigns to secure their financial futures.

Often in exchange for generous giving, organizations recognize donations and support. Depending on the organizations and size of the donation, you may be able to designate a gift, building, program, endowment or fund in your family's name. Organizations also are creating legacy clubs or other donor groups to allow you to stay connected and involved in the organization, track the progress and status of a planned project or building, and socialize and network with other members of the group.

Discussions with an estate planning professional and your designated charity can help you identify the best mechanism and timing for charitable gift giving.

Allison L. Kierman is the managing partner of Kierman Law, an Arizona estate planning law firm. Visit kiermanlaw.com.



Twelve Jewish Valley nonprofits are participating in the Jewish Community Foundation of Greater Phoenix's Life & Legacy program, which focuses on securing end-of-lifetime commitments from donors. To date, the program has secured 628 declarations of commitment from 467 donors with an estimated future value of \$21.6 million.

Photo by Ken Brown Photography

Philanthropy in photos

Here are a few snapshots from the pages of the Jewish News over the past year of events that celebrate philanthropic endeavors.



Nancy and Larry Moffitt attend Jewish Free Loan's annual Shabbat Mishpatim Luncheon on Feb. 21 at the Cutler-Plotkin Jewish Heritage Center in Phoenix. The luncheon honors the organization's Named Loan Fund Donor and Legacy Society members. *Photo by Joel Zolondek*



Rabbi Zalman Levertov, founder and director of Chabad of Arizona, presents an award to Michael and Judith Bernstein at Chabad of Arizona's 40th anniversary celebration on Feb. 26.

Photo by Peter Speyer/Speyer Photography



Jill Kessler, head of school at Pardes Jewish Day School, left, receives a gift from Tim Eckstein, Pardes board chair, at the school's annual gala on Feb. 11 at the Chateau Luxe in Phoenix. Kessler, who will leave the school this year after 14 years at the helm, was the evening's honoree. *Photo by Joel Zolondek*



Jewish Arizonans on Campus (JAC) honored Dan and Arlynn Bock at its annual Comedy Night on Feb. 28 at the Hilton Scottsdale Resort. Pictured, from left, are Rabbi Jordan Brumer, Dan and Arlynn Bock and Risa Brumer. *Photo by Daniel Spiegelman*



Dr. Lorrie Henderson, president and CEO of Jewish Family & Children's Service, left, and Carol Seidberg, JFCS board member emeritus, attend the JFCS's eighth annual Better Tomorrow Luncheon, held Feb. 24 at the Arizona Biltmore.

Photo by Carl Schultz



Rabbi Dr. Shmuly Yanklowitz, president and dean of Valley Beit Midrash, left, poses with Rabbi Dr. Darren Kleinberg, founding executive director of Valley Beit Midrash, at the 2017 Hammerman Family lecture March 9 at Temple Chai. The Hammerman lecture series was named in honor of Cheryl and Stan Hammerman, right.

Photo by Joel Zolondek



Marc Kelman, left, presents Jewish National Fund's Golden Branch Award to Ted and Ann Zinman at JNF's Tree of Life Celebration on Jan. 19 at the Camby Hotel in Phoenix. That evening, Michael Crow, president of Arizona State University, received JNF's Tree of Life award.

Photo courtesy of JNF



Susan and William Levine share a laugh during the Valley of the Sun Jewish Community Center gala at the Arizona Biltmore in Phoenix on Nov. 19. The event raised more than \$1.2 million for the VOSJCC.

Photo by Sandra Tenuto Photography



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