



Jewish Federation®  
OF SILICON VALLEY



Jewish Federation of Silicon Valley

# ANNUAL REPORT 2017-18

# dear community,

At the heart of every vibrant community is the treasure of relationships – the very fabric of which brings us together in concert to create impact. Since the founding of our Federation 88 years ago, our vision for a vibrant, thriving Jewish community in the South Bay has remained constant. And the relationships we have built over time have helped us flourish. But just as our community has grown and changed, so too must the Jewish Federation of Silicon Valley. Your Federation.

We are extremely proud to have partnered with the San Francisco Federation to commission the Portrait of Jewish Life in the Bay Area, a demographic study of our Jewish community. The study underscored for many what we knew anecdotally to be true: we don't look like anyone else in the country. We are highly diverse, intermarried, well-educated and move fluidly within and outside of the Bay Area. While there is a level of affluence, the high cost of living and housing pose a real concern to many, and there are deep pockets of poverty and need. Our geographical spread coupled with our mobility means there is no central Jewish area and, for a good number, a total lack of Jewish engagement.

While our vision holds steady, our mission is evolving. This past year, working with an outside firm, our board has embarked on a wide-ranging, re-visioning process to map the future of the Jewish Federation. In the meantime, we continue to be the convener of the voice of our community, strengthening the connection with Israel and World Jewry, and making the investment in a Jewish Silicon Valley today for a strong Jewish community tomorrow. We are committed to serving as the conduit through which our Jewish community can find and “do” Jewish.

Thanks to our supporters, our accomplishments are many. Our beneficiary agencies are stronger than ever. New families are engaged through our PJ Library program, young professionals through Giving Circle, and new volunteers through Women's Philanthropy. JCRC continues to build relationships with our greater interfaith community and serves as a mediating and educational force for social justice and tolerance. Our newly designed

JValley magazine just completed its inaugural year serving as the mirror of our community. We were again named a four-star charity – the highest honor bestowed – by Charity Navigator. And we were named a California Nonprofit of the Year, nominated by Assemblyman Evan Low, and recognized by the California State Assembly in Sacramento on June 6th.

But we also know that we must change if we want to better meet the unmet needs within our community. We have to color outside the lines and direct our support in new ways so as to better reach those who are unconnected and those who are the most vulnerable. We are looking at new points of engagement, different methods of communicating and updated campaigning techniques to better reach our community. Above all else, we are listening and we are learning. We are proud of where we are and prouder still knowing that our strategic efforts will enable us to better serve you now and in the future.

In these and many other ways, Federation's impact this past year was your impact. Building community, enhancing Jewish life, and providing the touch points for Jews in Silicon Valley takes passion, perseverance and cooperation with local partners, and dedication and commitment from volunteers. Your support of Federation makes a difference and touches many people's lives. And we thank you.

L'Shalom,



Jyl Jurman, CEO



Joel Rubnitz, Board Chair

# CARING THROUGH COMMUNITY -- OUR IMPACT



## how we help:

- Investing in programs that provide for those who are vulnerable
- Advancing social justice
- Building young leadership
- Providing the conduit through which our Jewish community can connect
- Partnering with agencies and programs that positively impact our community
- Responding to emergencies locally and throughout the US

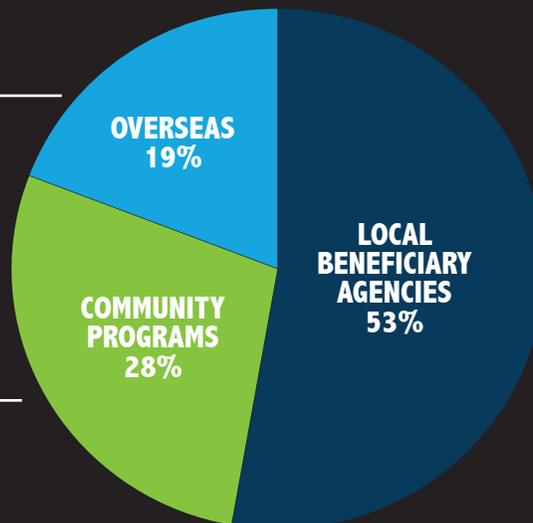
## by the numbers:

- PJ Library: 1,483 children (aged 6 months through 11 years) receive books
- Giving Circle: 33 active members partnering with JFSV to allocate \$20K
- Women's Philanthropy: 675 women attended 6 events; donated time, materials and money to 13 worthy causes
- WP's Power of Women Event: More than 200 attendees
- Yom Ha'atzmaut Celebration of Israel@70: more than 800 attendees
- Levy Family Campus
  - Attracts more than 14,000 campus visitors weekly
  - >11,000 events held on campus
  - \$75,000 - \$80,000 total energy savings through use of new energy-efficient systems
  - \$2.21m estimated occupation/rent savings to campus agencies

## ALLOCATIONS

- Birthright Israel
- Jewish Federations of North America
- Kiryat Malachi-Sister Community in Israel
- Secure Community Network
- Israel Action Network

- Jewish Community Relations Council
- PJ Library
- Chaplaincy
- Mikvah
- Leadership Development
- Yom Ha'atzmaut Celebration
- Women's Philanthropy
- Cardozo Society
- Shalom Baby
- Giving Circle



- Camp Scholarships
- Teen Scholarships for Israel
- BimBam
- Sha'ar Communities
- Kehillah High School
- Limmud Bay Area
- Jewish Family Services of Silicon Valley
- Addison-Penzak Jewish Community Center
- South Peninsula Hebrew Day School
- Yavneh Day School
- Hillel of Santa Cruz
- Hillel of Silicon Valley
- Chai House
- San Jose State University
- Silicon Valley Jewish Film Festival
- BBYO

# 2017-18 LEADERSHIP



## EXECUTIVE COMMITTEE

Chairs: Joel Rubnitz & Susan Gavens z"l  
VP, Secretary/Treasurer: Marc Levitt  
VP, Annual Campaign: Howard Fine  
VP, Campus Governance: Jon Witkin  
VP, Women's Philanthropy: Susan Sweedler  
VP, Strategic Initiatives: Jay Friedman  
Immediate Past President: Julie Krigel

## BOARD OF DIRECTORS

Ginny Baird  
Rabbi Josh Berkenwald  
Rob Chaykin  
Larry Dibowitz  
Karel Gless  
Jonathan Katz  
Lewis Osofsky  
Dean Ostilly  
Peter Ullmann  
Marilyn Goldsmith, JFNA Board Rep

## STAFF

CEO:  
Chief Development Officer:  
Controller:  
Facilities Director:  
JCRC Director:  
Marketing & Communications Director:  
Outreach & Engagement Coordinator:  
Development Associate:  
Finance & Operations Assistant:  
IT & Technical Support:

Jyl Jurman  
Marci Gordon  
Laurel Cyrluk  
Len Connolly  
Diane Fisher  
Barb Tobias Chappell  
Roni Wolfe  
Sherry R. Gordon  
Yulia Xie  
Brandon Der