

2018-2019 Foundation Highlights

TOTAL RETURN ON INVESTMENT

3.6%

GRANT DISTRIBUTIONS

\$37.4 MILLION

TO CLOSE TO 500 ORGANIZATIONS

OVER

2,200 FUNDS
& PLANNED GIFTS

AT THE JEWISH FOUNDATION

MORE THAN

\$632 MILLION

IN ASSETS AND PLANNED GIFTS

388 STORIES

IN THE EVER-GROWING BOOK OF LIFE

Jewish Foundation of Greater Toronto is a registered Canadian charity, BN 108155797RR0002



Throughout my years of involvement with the Jewish Foundation, I have seen it achieve many accomplishments and grow into the successful Foundation it is today. I look forward to my role as Chair and helping us achieve even more together.

Keith Ray
VICE CHAIR,
JEWISH FOUNDATION

Combining dreams to achieve more together

The Jewish Foundation of Greater Toronto is here to bring our philanthropic dreams to life.

Over 2200 individuals, families and organizations have created a fund with combined assets of over \$427 million as at June 30, 2019 and planned gifts in the form of bequests or insurance of an additional \$205 million, to help to sustain and strengthen our community. These amounts are available to support our donors most beloved programs and causes and to respond to future challenges and opportunities as our fundholders may direct.

The Jewish Foundation is flexible, innovative and forward thinking. We are one of the first Jewish foundations in the world to mandate a specific investment allocation to Israel and to screen the portfolio to ensure no investments are made in support of BDS (boycott, divestment and sanctions) against Israel. We have reduced for community members under 40 the minimum amount required to open a fund from \$10,000 to \$5,000.

Each of us individually has dreams for our community and for our collective future. We are all better able to actualize those dreams when we work together, benefitting from the expertise and pooled investing resources that the Jewish Foundation offers. Our hard working professionals and committed volunteers are here to help you in your philanthropic journey.

Please enjoy our annual report. It reviews our accomplishments over the past year and outlines the breadth of our programs and strategies.

To our family of donors, thank you for your vision, commitment and support. If you are not yet a donor please join us. We can achieve more together. Combine your dreams with ours and let's build an even better tomorrow.



David Matlow
CHAIR, JEWISH FOUNDATION

Ronit Holtzman
SENIOR VICE PRESIDENT, PHILANTHROPY
& PLANNED GIVING AND ENDOWMENTS



Warren Kimel
CHAIR OF THE BOARD



Adam Minsky
PRESIDENT & CEO

A Message from UJA Federation

The Jewish Foundation of Greater Toronto is one of the oldest and most respected Jewish community foundations in North America. For more than a century it has inspired the philanthropic community to ensure that the work they believe in will continue and our community will remain among the strongest and most vibrant in the Jewish world for generations to come.

The Jewish Foundation is successful thanks to the generosity of its donors, the expertise of its professional team and volunteers, and the guidance and vision of its lay leadership. We would like to recognize the invaluable contribution of David Matlow, the outgoing Chair of the Foundation, who has overseen a period of tremendous growth. With incoming Chair, Keith Ray, we know that the Foundation is well positioned to grow from strength to strength and that it will continue to make the community's philanthropic dreams come to life.

On behalf of everyone at UJA Federation of Greater Toronto, we could not be prouder of the Jewish Foundation and we are certain that the countless agencies, programs and services that benefit from the Foundation will continue to do so in perpetuity.

Life Is Built On Strong Foundations

The Jewish Foundation of Greater Toronto is a community foundation that makes charitable giving easy and rewarding so that individuals and families can fulfill their personal philanthropic goals and translate their charitable vision into viable solutions to some of our community's most pressing needs.

MISSION:

We are dedicated to creating long-term resources to meet the challenges and needs of Jewish community life.

The Foundation works in partnership with individuals, families, private foundations and professional advisors to enhance the Jewish community.

VISION:

The motivation for Jewish philanthropy remains what it has been for generations: to sustain the Jewish people, to enhance Jewish life and to strengthen the Jewish community.

The Jewish Foundation's years of experience and community history in Toronto since 1962 gives it the unique ability to provide you and your family with valuable tools, strategies and expertise to make charitable giving easy, thoughtful and creative.

The Impact

The Jewish Foundation gives our generous donors the opportunity to support hundreds of charities, projects, and programs each year ranging from Jewish identity building to improving the well-being of our community. Picture this impact hundreds of times over. This is the power of the Jewish Foundation and its family of donors.

THE ACT OF GIVING DURING PASSOVER

This Passover, the Jewish Foundation helped ensure financially vulnerable Jews in the Greater Toronto area, including seniors, Holocaust survivors and families struggling with poverty and hunger, were able to celebrate the holiday at Seder tables and had kosher for Passover food.

This year's Community Passover Seder organized by Circle of Care and the Bernard Betel Centre welcomed over 210 seniors, their families and community members to celebrate the first Seder. The event provided a traditional experience with a kosher meal and the telling of the Passover story with songs. It was a wonderful opportunity for individuals to celebrate Passover with others in the community.

In addition, thanks to funding provided by the Jewish Foundation to Jewish Family & Child, another 130 low-income and older isolated adults attended various Seders in the community and close to 400 households received funds to purchase kosher for Passover food.



It was nice to have support during the Jewish holidays from Jewish people. I hope to one day be able to have the money to help the community as I have been helped!

- Recipient



SABLE FAMILY CREATIVE WRITING CONTEST

The Sable Family Creative Writing Contest is an annual tradition in our community that encourages students in Jewish day schools in Toronto to think outside the box and pair their writing skills with their imaginations. Since its inception over 20 years ago, an estimated 4,000 students have participated in the Sable Family Creative Writing Contest, submitting stories in either English or Hebrew and in different literary styles, with a focus on Jewish themes. Coordinated by UJA Federation's Julia and Henry Koschitzky Centre for Jewish Education and supported since 2009 by the Samuel J. and Jean Sable Education Fund through the Jewish Foundation of Greater Toronto, the program provides a unique opportunity for the Toronto Jewish community to celebrate their shared bond

and connection. The contest promotes the gift and value of Jewish education both as a high-impact experience and as an entry point into a multitude of programs that shape children's connection with their Jewish community and identity.

This year 229 entries were submitted by budding young authors who wrote poems and stories with topics ranging from "My Jewish Startup" to "Israel at 100"!

Mazel tov to all the winners and participants of this annual tradition in our community.



I entered the contest because I enjoy writing poetry and wanted the challenge of competing against other good writers. It felt amazing to win and motivates me to continue writing.

- 14 year old participant

Financial Highlights*

The Jewish Foundation of Greater Toronto's most recent fiscal year ended June 30, 2019. The following provides a summary of the Jewish Foundation's financial results.

TOTAL INVESTMENT RETURN	3.6%
TOTAL GRANT DISTRIBUTIONS ¹	\$37.4 MILLION
TOTAL CONTRIBUTIONS ²	\$69.0 MILLION
TOTAL ASSETS ³	\$427.1 MILLION
TOTAL PLANNED GIFTS	\$205 MILLION

* Preliminary unaudited figures

¹Total Grant Distributions of \$37.4 million are made up of \$33.9 million distributed on behalf of the Jewish Foundation and \$3.5 million distributed on behalf of managed funds.

Managed funds are funds from other charitable organizations which are invested on their behalf as part of the Jewish Foundation's portfolio.

²Total Contributions of \$69.0 million are made up of \$51.4 million in Jewish Foundation funds and \$17.6 million in managed funds.

³Total Assets of \$427.1 million are made up of \$397.1 million in Jewish Foundation assets and \$30.0 million in managed assets.

GROWTH SUMMARY 2018-2019

(IN THOUSANDS)

ASSETS UNDER MANAGEMENT	JULY 1, 2018	\$380,566
CONTRIBUTIONS		68,976
GRANT DISTRIBUTIONS		(37,355)
INVESTMENT RETURN		14,884
ASSETS UNDER MANAGEMENT	JUNE 30, 2019	\$427,071

INVESTMENT RETURN

ANNUALIZED RATE OF RETURN

1 YEAR	3.6%
3 YEARS	8.3%
5 YEARS	6.7%
10 YEARS	7.9%

INVESTMENT MANAGEMENT & PHILOSOPHY

The Jewish Foundation carefully invests its funds in accordance with an investment policy designed to produce long-term returns commensurate with an appropriate level of risk. This approach balances the need for stability in achieving the distribution objectives of the Foundation and generating sufficient return in order to maintain its real purchasing power.

The portfolio is structured to allow participation in rising markets while minimizing losses during times of market distress. The Foundation's Investment Advisory Committee, with the assistance of its consultant, Pavilion, a Mercer Practice, meets regularly to review policies, set strategy, discuss performance and select investment managers.

GRANT DISTRIBUTIONS

In partnership with our generous donors, the Jewish Foundation distributed more than **\$37.4** million to close to 500 organizations and programs.

For a complete list of Grant Distributions please visit our website: www.jewishfoundationtoronto.com

INVESTMENT ADVISORY COMMITTEE

Reporting to the Trustees, the Investment Advisory Committee oversees the management of the Foundation's assets. We thank them for their invaluable time and commitment to the Jewish community.

Leonard Abramsky	David Matlow
Mark Caplan, Vice Chair	David Posluns
Ira Gluskin	Janet Rabovsky
Mark Grammer, Chair	Harold Wolkin

Faces of Philanthropy

We gratefully acknowledge all of our donors for their vision and generosity. These are just some of the faces behind our family of donors that make our community one of the strongest and most successful Jewish communities in the Diaspora today.



WENDY SWITZER MYLES

When I learned two years ago about the Jewish Foundation, I was fascinated and excited, as it provides a wonderful vehicle to facilitate contributions to any and every cause. Best of all, it serves to remind those receiving charities – when receiving the donation in the name of the Jewish Foundation – of the enduring commitment, strength and importance of our unique and admirable Toronto Jewish community.

And it also reminds people that: WE ARE ONE.



MARTIN BERNHOLTZ

The Martin Bernholtz Charitable Fund was established in honour of my parents, Harold and Jean Bernholtz. It was a wonderful way to honour their 55th wedding anniversary with the dedication of a Torah and the opening of our family fund. The initial grants were made to a special needs school in Israel, a cause very dear to their hearts. Over the last few years, this Fund has become a meaningful bonding experience for the entire family as we work together to focus on charities benefitting children in need.



LORI & JEFFREY ROSENTHAL

A few years ago, Lori and I created the Lori & Jeff Rosenthal Family Fund at the Jewish Foundation. We believe that the family fund represents a great opportunity to invite our children into what we hope ultimately will be a structured and regular dialogue regarding our family philanthropy. While the discussion is still a work in progress, we believe that it is critically important for us and for the community to have our children at the table. As a family, we are very committed to supporting UJA Federation of Greater Toronto as well as other significant recipients and these gifts are funded primarily through the family fund. We hope that as our children become self-sufficient, they will continue to use the family fund to support those charities that are important to them.

Though we started quite modestly in size, the team at the Jewish Foundation has made our contributions and subsequent charitable distributions very easy. The underlying investment performance and management of the funds has been excellent which has helped to grow the amount that we have contributed. It is our hope and intention to continue to grow the family fund over the coming years.



ANNETTE OELBAUM

We have an enormous responsibility to continue the legacy of all those who came before us and who worked so hard to build and strengthen the Jewish community for generations to come. That is why we created a UJA Legacy gift, so that we as Jews continue to set an example to the world and show how much we contribute not only to our community, but to the community-at-large.

A Jewish community like Toronto's does not just happen – it has been built by people like you, committed to Jewish life and caring for our most vulnerable.

For a full listing of donors, please visit:
www.jewishfoundationtoronto.com

Creating Your Legacy

A LASTING LEGACY

JOANNE GODEL-BLATT ^{z"l}

Our wonderful mom, Joanne, whom we lost in July 2017, was a woman of many talents and outstanding personal characteristics. She was genuine, passionate and morally unsurpassed in her ethics. Professionally, she was so highly regarded in her business development work at Corus Entertainment that the company created The Joanne Godel Award of Excellence in her memory. But, if you had asked her how she would like to be remembered, she would have said without hesitation that her most important role was as a mother devoted to her family.

Mom's philanthropy was an intrinsic part of her nature. She preferred her impact to be thoughtful and direct, rather than simply writing a cheque. Strangers would be invited for Shabbat dinner, people in need on the streets were never ignored and she participated in Holy Blossom's Out of the Cold program. In her younger years, she also spent a year at Hebrew University and at one point considered staying in Israel. In later years, her driving passion for Israel became more pronounced. One of our family's greatest experiences was hosting Mayaan, a ShinShin from Haifa.

Our mom's reputation as a fabulous cook was an essential part of her personality, tied to her devotion to family and friends, enmeshed in her inherent



warmth and generosity. So, Georgia's idea to honour our mother by cooking and compiling her recipes seemed a natural fit. Friends tested the recipes and contributed stories, and others helped with layout and marketing. Dodo's Delights was published in June 2018 and the funds raised from its sale have helped to establish the Blatt Family Fund in memory of Joanne Godel-Blatt, which today supports various charities. This Fund, instituted to serve the community she loved, would have pleased our mom enormously.

As written by her children, Georgia and Oliver Blatt

LEGACY OF LIFE

With gratitude, the Jewish Foundation of Greater Toronto honours the memory of the following individuals who had the vision and foresight to leave a legacy to benefit our community between July 1, 2018 – June 30, 2019.

Marvin Goldman ^{z"l}
Lottie and Phillip Greenspan ^{z"l}

Ida Lover ^{z"l}
Allan Offman ^{z"l}

Philip Platt ^{z"l}
Sidney Wolbrom ^{z"l}



A woman's Lion of Judah Endowment (LOJE) is established to endow a minimum of \$5,000 to United Jewish Appeal. This is accomplished by establishing an endowment fund or leaving a planned gift with a minimum \$125,000 commitment.

UJA LEGACY GIFTS

A UJA Legacy Gift at the Jewish Foundation of Greater Toronto is a permanent fund dedicated to ensuring that your gift to United Jewish Appeal continuously changes lives and meets the needs of Jewish Toronto long into the future.



In our lives, we value family and relationships above all else. In our volunteer work with community organizations, we have often followed in the footsteps of family members. Matthew is a member of the board of the Israel Cancer Research Fund, where his late mother Ethel served for many years. Darren volunteers for United Jewish Appeal's campaign and is a member of the Board of Directors of UJA. In a broader sense, we view ourselves as part of the entire Jewish community in Toronto, Israel and around the world. And, just as we would for people in our own community, we feel we have a responsibility to support others in the broader global community whatever way we can: through volunteer time and financial support. We are fortunate to have family members and close friends who are also active in these pursuits. They have inspired us with their acts of tzedakah and we look forward to continuing to share this mutual passion. Our business is building homes. Through our legacy gift to the Jewish Foundation, we are part of building a better future for others and a vibrant Jewish community for generations to come.

Darren Sukonick & Matthew Sapera



"What can we do to ensure the strength and welfare of our people and to make a positive difference in the world?" One answer lies with the Lion of Judah Endowment. We stand proudly with close to 170 women in our community who have endowed their Lion of Judah gifts. They have shown their family and friends that their gift to United Jewish Appeal is a long-lasting legacy of utmost importance throughout their lifetime and for generations to come.

**Felicia Posluns & Reesa Sud
Chairs, LOJE**



A Year at a Glance

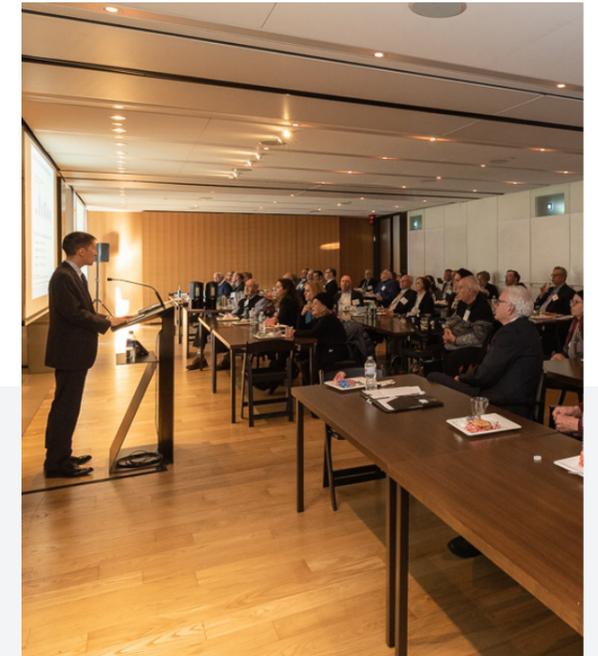
The calendar of the Jewish Foundation is a busy one as we honour our donors, nurture our next generation of philanthropists, thank our many volunteers and continually spread the word about the importance of securing our future through the Jewish Foundation.

Annual Leadership Appreciation Breakfast & Investment Briefing

ANNUAL LEADERSHIP APPRECIATION BREAKFAST

In early spring, at the offices of Crowe Soberman LLP, the Jewish Foundation held its annual Leadership Appreciation Breakfast for the professional advisors and volunteers who have assisted the Jewish Foundation to grow to over \$632 million in assets and planned gifts and helped fulfill the philanthropic dreams of more than 2,200 members of our community.

At this year's breakfast, attendees were inspired by local businessman, Larry Rosen, as he shared his personal story and connection to philanthropy.



JEWISH FOUNDATION INVESTMENT BRIEFING

The Jewish Foundation held an exclusive briefing for its donor community with the chair of the Investment Advisory Committee, Mark Grammer, Managing Director & Portfolio Manager at Gluskin Sheff + Associates Inc., and Texas Hemmaplardh, Partner, Pavilion, a Mercer Practice. The briefing was an insightful session on the global economy and how it has affected the Jewish Foundation's Investment Portfolio and strategy in the last year as well as what we could expect for this coming year.

Book of Life



CELEBRATING LOVE OF FAMILY, COMMUNITY & JEWISH IDENTITY

The Book of Life is an ongoing program that recognizes donors who leave a charitable legacy through the Jewish Foundation. A legacy may be left in many forms including a charitable fund, a gift in your will or a gift of life insurance.

Donors to the Jewish Foundation are invited to include their story, focusing on their beliefs, their motivation for giving and the special influences and people who shared their lives.

This year, 24 honourees added their stories to the growing Book of Life, which contains close to 400 stories. These stories are an inspiration to future generations so they can understand the significance of tzedakah in their lives, for the Jewish community and for Israel. Close to 500 people attended and heard inspiring words from David Matlow, Chair of the Jewish Foundation, guest speaker and author of "Double Threat" Ellin Bessner, Teen Philanthropist Koby Gottlieb and community leader, Shael Rosenbaum.

**All Book of Life stories can be viewed at www.bookoflife.ca
For more information about the Book of Life, please contact the Jewish Foundation at 416.631.5703 or jewishfoundation@ujafed.org**



Over the last 16 years, thousands of community members have attended the Book of Life program to celebrate those who have left a legacy for our community through the Jewish Foundation. This program is a powerful reminder that every life is unique, every life has value and every life story shared enriches and inspires us all.

Laurie Sheff
Chair, Book of Life



Women in Philanthropy



WOMEN IN PHILANTHROPY LUNCH & LEARN

In the spring of 2019, the Jewish Foundation in partnership with UJA Women's Philanthropy, hosted an event on the changing donor landscape, attended by more than 50 women. This session included an expert panel of young professionals: Sarah Brown, Marni Pernica, Alexandra Spinner and Karen Werger and was moderated by Emily Ben-Haim. The session focused on the topic of women taking more decisive roles in their family's financial planning and decision making, including the family's charitable giving.

CONVERSATION WITH CIJA

In early June 2019, the Jewish Foundation held a special event with guest speaker Noah Shack, Vice President, GTA, The Centre for Israel and Jewish Affairs (CIJA). The conversation provided the attendees with an opportunity to discuss their thoughts on antisemitism and learn about the advocacy work with which CIJA is engaged at all levels of government.



PAC

PROFESSIONAL ADVISORY COMMITTEE

STARTING THE PHILANTHROPIC CONVERSATION WITH YOUR CLIENTS

The Professional Advisory Committee (PAC), made up of lawyers, accountants, wealth advisors and insurance professionals, works closely with the Jewish Foundation to spearhead initiatives that assist advisors in incorporating philanthropy as part of a client's tax and estate planning goals. These initiatives include:

GIVING ADVICE NEWSLETTER:

Distributed to over 7,000 advisors, this newsletter is written by both PAC members and others. It provides advisors with up-to-date resources that help them better understand the personal and financial benefits of how clients' giving patterns are an important part of responsible financial and estate planning.

BREAKFAST SEMINARS:

Each year the Jewish Foundation holds an educational seminar for an audience of professional advisors. The seminars offer timely and relevant tax, legal and estate planning topics, strategies for having the "philanthropic conversation" with clients, and act as a forum for networking.

This year's topics included "Understanding the ABC's: Artificial Intelligence, Blockchain & CCPC Update" and "2019 Tax & Financial Update".

YOUNG PROFESSIONAL SEMINAR:

In the spring of 2019, due to high interest, an additional seminar, attended by close to 40 young professionals, was introduced targeting a younger demographic. The speakers covered a wide range of areas of expertise and kept the audience engaged on the role that advisors play in all aspects of business and philanthropy.



The members of the Professional Advisory Committee continue to spread the word to our community of the importance of considering philanthropy as an integral part of any family's planning, and demonstrate efficient and effective ways to do so. Using the resources at hand in the Committee we strive to ensure the long-term sustainability of the services provided by UJA Federation of Greater Toronto and the agencies it supports.

Stephen Altbaum
Chair, PAC



Jewish Teen Philanthropy

B'NAI TZEDEK: PUTTING THE MITZVAH IN BAR/BAT MITZVAH

The Jewish Foundation of Greater Toronto's B'nai Tzedek Teen Philanthropy Program chaired by Adina Bloom Somer, provides youth with the power to make a difference through tzedakah, deepens their commitment to social action and educates them about non-profit Jewish and non-Jewish organizations.

A B'nai Tzedek Fund is a teen Donor Advised Fund that can be started with a minimum of \$500, and is a first step to family philanthropy and community involvement.



JEWISH TEEN BOARD

The Jewish Foundation of Greater Toronto's Jewish Teen Board is an educational program open to teens in grades 9 through 11 that focuses on Jewish identity, leadership skills and philanthropy. Over the course of the academic year, 30 teens worked together as a philanthropic foundation to identify issues in the Jewish community, determine funding priorities and raise funds. The teens raised more than \$7,000 for Jewish Free Loan Toronto (JFLT) and Jewish Addiction Community Services (JACS). The funds were presented at the year-end granting celebration.



I decided to participate in the B'nai Tzedek program as it enables me to combine two things that are very important to me: tzedakah and my love for Israel. Through this program I am able to donate my Bar Mitzvah money and future funds to help Israeli youth that are less fortunate than me. The importance of tzedakah and tikkun olam have been instilled in me by my family and through the B'nai Tzedek program I am able to establish my own fund and start my own charitable giving which I hope will last for a lifetime.

Evan Somer
B'nai Tzedek
Teen Philanthropist



Thank You for a Memorable Year

The Jewish Foundation of Greater Toronto thanks its Trustees and sponsors whose generous financial and volunteer support of the Jewish Foundation assists us with our mission of helping to secure the future of our community.

WE THANK OUR LEADERSHIP

Leonard Abramsky	Mark Grammer	Harley Mintz	Anthony Sigel
Stephen Altbaum	Alison Himel	Mitchell Oelbaum	Leah Silber
Stephen Bloom	Warren Kimel	David Posluns	Fern Simpson Reich
Joel Cuperfain	Jay Klein	Keith Ray, Vice Chair	Neil Sternthal
Lisa Draper	Michael Kuhl	Craig Rimer	Mona Taylor
Jack Frieberg	Francy Kussner	Ariella Rohringer	
Jordan Gnat	Joseph Lebovic	Shael Rosenbaum	
Dan Goodman	David Matlow, Chair	Laurie Sheff	

WE THANK OUR STRATEGIC PARTNERS



WHAT WE CAN DO TODAY

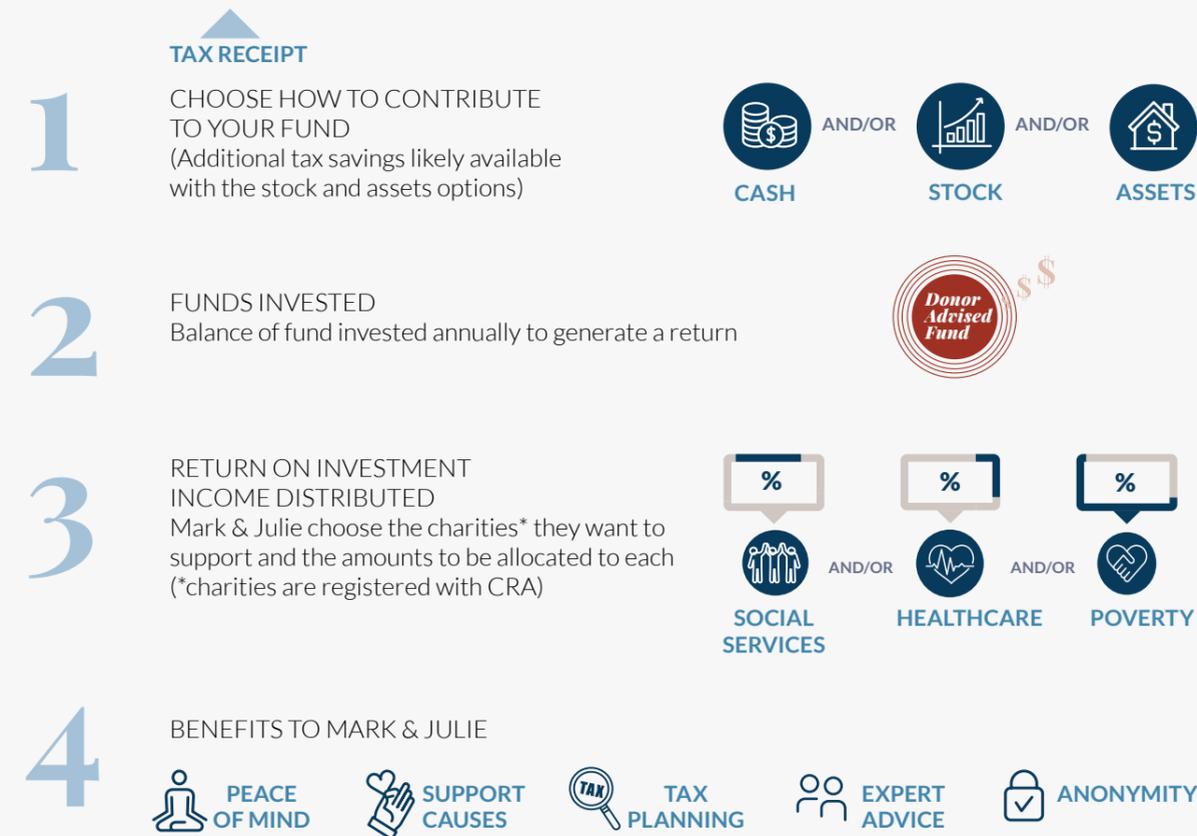
A Gift Today

CHARITABLE FUNDS:

A charitable fund allows you the flexibility to support one or more charities of your choice. It can be the centre of your family's charitable efforts. The Jewish Foundation offers several types of funds, including the popular Donor Advised Fund. Similar to a private foundation, a Donor Advised Fund allows you to recommend distributions from the fund to charities of your choice.



MARK & JULIE'S PHILANTHROPIC GIVING STEPS TO CREATING A DONOR ADVISED FUND



A Gift in the Future

GIFT PLANNING:

A planned gift is a charitable gift such as life insurance or a gift through your will, that creates a charitable fund offering your estate significant tax benefits. Other giving vehicles include Charitable Remainder Trusts, and gifts of RRSPs or RRIFs.

CHARITABLE BEQUESTS:

A gift in your will is a simple and thoughtful way to leave a legacy. Whether it is a set amount or a percentage of the estate, donors can make a difference for generations to come.

GIFTS OF LIFE INSURANCE:

Existing Policies

By transferring ownership of an existing life insurance policy to the Jewish Foundation, the donor is entitled to an immediate tax receipt for the fair market value of the policy. In addition, all future premium payments are eligible for a donation tax receipt.

New Policies

Designate the Jewish Foundation as owner and beneficiary of the life insurance policy. Premium payments will be made to the Jewish Foundation by the donor annually and are eligible for a donation tax receipt.

Please consult your tax or estate planning professional to determine what is best for you.



Photographs on cover taken at various Jewish Foundation functions throughout 2018-2019.

Contact us today for more information on what we can do together.

416.631.5703 or jewishfoundation@ujafed.org



UJA FEDERATION | **JEWISH**
of Greater Toronto | **FOUNDATION**

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