



# Foundation *Insider*



As I begin my term as chair of the Jewish Foundation of Greensboro, my first thoughts are about Leonard Kaplan, z"l. Besides personally developing the concept for establishing the Foundation, he oversaw the implementation of its creation and provided the initial funding. He was a true visionary who made philanthropic things happen with both his own actions and money. Although he and his partner, Tobee, z"l are no longer with us, we are all the beneficiaries of their wonderful deeds and can see tangible evidence of their accomplishments every day.

Now I am going out on a limb and publicly identifying my goals for the Jewish Foundation of Greensboro for the next two years. Being a numbers guy, my first goal is to have the Foundation's assets grow to over \$100 million. Assuming normal investment growth of 7-8%, we will need an additional \$10 million in new contributions to achieve this goal.

On the administrative side of the Foundation, I would like to develop a long range strategic plan as a road map for where we want to go in the next five to ten years. Also, I believe we need to develop better written documentation for our fund procedures.

Although we are always looking to expand the number, we currently have eighteen affiliate organizations that have entrusted us with some or all of their endowment funds. With our Executive Director, Susan Gutterman, we are committed to visit each and every one of our affiliates in the next two years. In the first two months of this fiscal year, we have already made three visits.

Lastly, I am hoping to have our Board and the Greensboro Jewish Federation approve a name change to The Piedmont Jewish Foundation or a similar name. As we try to expand our base of affiliated organizations, we are being constrained by other communities that prefer not to be doing business with a foundation named for our city instead of theirs or even North Carolina for that matter.

Best wishes for an enjoyable remainder of your summer, and I look forward to working with a dynamic Board of Directors and terrific Foundation staff.

A handwritten signature in cursive script that reads "Freddy H. Robinson".

Freddy H. Robinson  
Foundation Chair