

**YEAR IN REVIEW**  
**2015-16**



Jewish Federation  
OF GREATER PITTSBURGH

**YEAR IN**  
**REVIEW**  
**2015-16**

# MESSAGE TO THE COMMUNITY



Cynthia D.  
Shapira

The earliest Jews in Pittsburgh recognized the power of the collective, forming civic associations to aid Jewish immigrants and to help each other. Today, our Jewish community still benefits from doing good for the Jewish community — together. That collective action will unite us and secure our future as Jews.

This year, Jewish Federation of Greater Pittsburgh began a reexamination of our strategy to promote a culture of inclusiveness and excellence. This strategic renewal relies on you. The collective power of the Jewish Federation of Greater Pittsburgh — volunteer-led, philanthropist-funded — literally would not exist without your generosity and hard work. Working as one, we will continue to find solutions to complex problems that require broad community support.



Jeffrey H.  
Finkelstein

We are pleased to present the 2016 Year in Review that illustrates the impact Jewish Federation of Greater Pittsburgh's financial resource development makes on Pittsburgh, Israel and around the world. This report highlights a few of the many areas your contributions help. We welcome you to read the full story in our Annual Report, which you can find online.

Thanks to your support and a generous \$170,000 matching grant from Giant Eagle Foundation, the 2016 Annual Campaign raised a record \$13.65 million. The Educational Improvement Tax Credit program secured more than \$3.4 million to support Jewish day schools and preschools, a decline from last year due to lower tax liability for some donors, state budget delays and the sale of a large corporate donor. The Jewish Community Foundation added \$18.8 million in new dollars in 2015-16, resulting in assets under management of \$218.8 million. We extend our sincere thanks to the Jewish Healthcare Foundation (JHF) for their \$900,000 block grant for social services.

The power of the collective can help us reach every individual in our community. Join us as we come together to deliver excellence in Jewish Pittsburgh into the next decade and beyond.

Looking forward to working with you toward a vibrant, joyous future,

A handwritten signature in black ink that reads "Cynthia D. Shapira".

Cynthia D. Shapira  
Board Chair

A handwritten signature in black ink that reads "Jeffrey H. Finkelstein".

Jeffrey H. Finkelstein  
President & CEO

# FINANCIAL RESOURCE DEVELOPMENT

## ANNUAL CAMPAIGN

The 2016 Annual Campaign raised a record \$13.65 million, thanks to more than 4,150 generous donors. The Giant Eagle Foundation's dollar-for-dollar matching grant of \$170,000 inspired donors and provided a tremendous boost to the Campaign.

The Annual Campaign implemented several exciting new programs, engaging a total of 447 attendees:

- **Bridges**, a successful new series of networking and education events for professional women
- An inspired new Young Adult Division fundraising event, **Ben & Becca's B'nai Mitzvah**, which was an immersive "comedy for a cause" and an evening of philanthropy
- A monthly Shalom Pittsburgh **Shabbat Dinner Series** at synagogues to increase engagement among young singles and couples

## JEWISH COMMUNITY FOUNDATION

The Jewish Community Foundation reached \$218.8 million and added almost 100 new funds, bringing the total to 1,277. The Foundation added \$18.8 million in new dollars and made unrestricted endowment grants of \$786,000. The Centennial Fund for a Jewish Future distributed more than \$624,000 to support Jewish learning and engagement. Altogether, Foundation distributions totaled \$16.8 million.

Among its many projects, the Foundation grants from the unrestricted endowment included funding for:

- The Jewish Community Foundation scholar-in-residence program, enhancing the Jewish context of Jewish Federation programs
- A community study, the first in Pittsburgh in more than 15 years
- The relaunch of The Jewish Chronicle as a widely distributed free Jewish newspaper with enhanced online content

The Centennial Fund for a Jewish Future granted Phase 2 funding to expand DVASH, the Dynamic Vision for the Active Study of Hebrew, to more schools. DVASH is a multisensory, best-practices curriculum to help all students learn Hebrew and to make Hebrew more accessible for students with disabilities.



*Young adults participating in the Hora at Ben & Becca's B'nai Mitzvah.*

# CORPORATE DONORS & SUPPORTERS

## CORPORATE DONORS

Ainsman Levine LLC  
Charles Morris Trust  
Citizens Bank  
Community Supermarket  
Contemporary Concepts  
Representative Dan Frankel  
Daniels & Miller, Inc.  
EQT Corporation  
Fair Oaks Fdtn. Inc.  
General Wire Spring Co.  
Highmark Inc.  
Huntington Bank  
James Joshowitz  
Judy Danenberg - Two Sisters Catering  
Lendable Linens  
Lobos Management Co.  
Louis Plung & Company  
LunaMetrics LLC  
Burstin, Frantz & Hicks  
Michael Silverman  
McKnight Development Corporation  
McKnight Realty Partners  
Murray Avenue Kosher  
Oxford Development Company  
PNC Financial Services Group, Inc.  
PNC Wealth Management  
Prime Communications  
Ralph Schugar Chapel and the Ryave Family  
S&T Bank  
Schorin Company, Inc.  
Steve Schwartz Associates, Inc  
The Plung and Resnick Families  
Three Rivers Ice Cream  
TWIN Capital Management, Inc.  
UPMC Health Plan  
Verona Foods, Inc.  
Wagner Agency Inc.

## EITC DONORS

Advanced Computer and Network Corp.  
AMS Real Estate Ventures, LLC  
Atlas Materials Recycling Corporation  
BHC Holdings, Inc.  
Bridges and Company  
Concast Metal Products Company (A Cubed Corporation)  
Cowden Associates, Inc.  
Ditto, Ken & Steve Shriber  
Dollar Bank  
Fifth Third Bank  
First Commonwealth Bank  
Gilmcher Group Incorporated  
Guttman Group  
Highmark Inc.  
Home Instead Senior Care, Inc.  
Huntington Bank  
Impel Strategies, LLC  
JKM Trading Company  
Kenny Ross Automotive Group  
Littles Shoes  
LunaMetrics LLC  
Marvista Real Estate Holdings LLC  
McKnight Development Corporation  
McKnight Realty Partners  
MSA the Mine Safety Company  
Nartak Media Group  
The Pfeffer Family  
PNC Financial Services Group, Inc.  
S&T Bank  
Saxon Uniform Network, Inc.  
Signature Financial Planning  
Town Development  
Trumbull Corporation  
UGI Storage Company  
UHS of Pennsylvania  
UPMC Health Plan

# COMMUNITY BUILDING

In 2015-16, Jewish Federation of Greater Pittsburgh's community-building efforts included undertaking planning initiatives, providing programming and services and achieving synergies through collaboration. Highlights included:

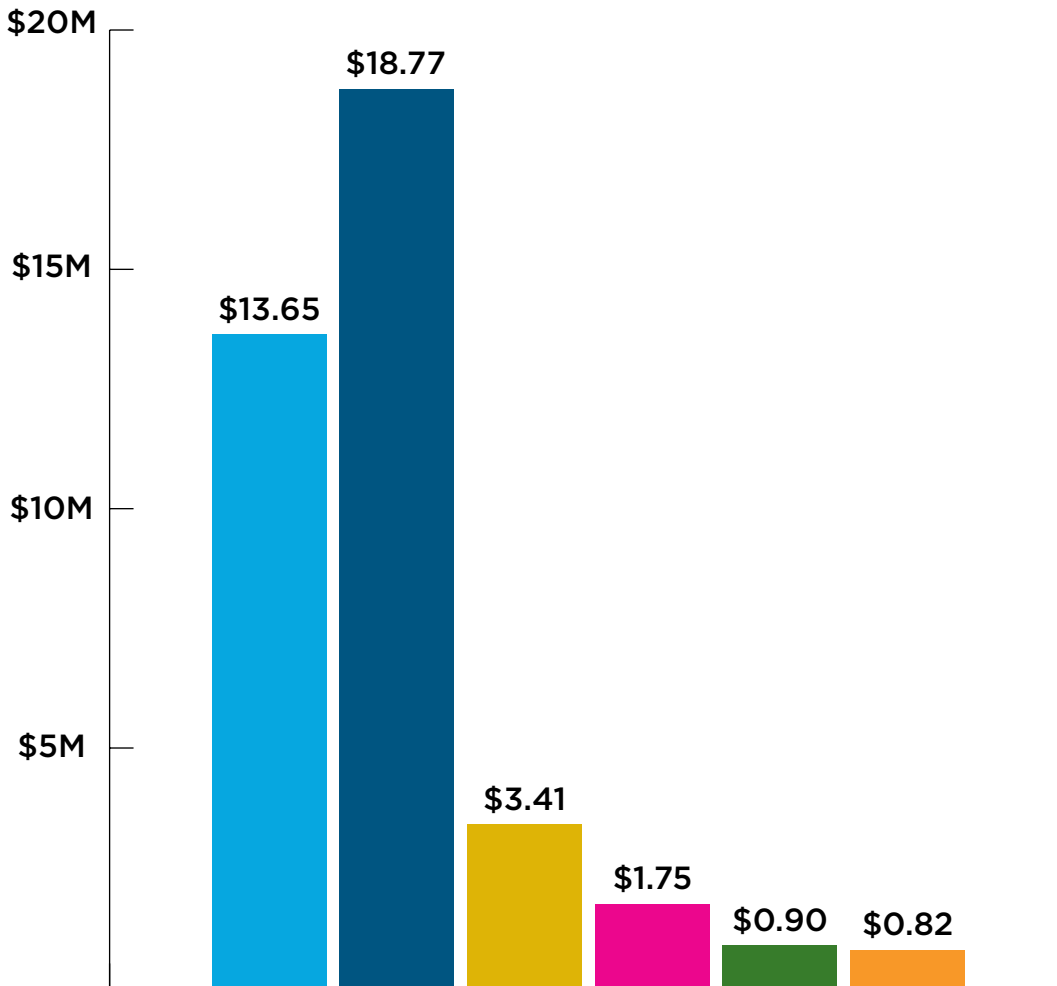
- The launch of **AgeWell Visits**, a program that connects seniors to volunteers who visit them in their home to enhance socialization and well-being, and The Aging Mastery Program®, helping participants make meaningful changes in the areas of health, finances and life enrichment
- Launch of a year-long fellowship called **Rosh Pina**, along with Jewish Residential Services and Jewish Family & Children's Service, to create a strategic plan to identify disability inclusion opportunities in Jewish Pittsburgh
- A week-long celebration of 20 years of **Partnership2Gether**, the Federation's sister-city program with the Israeli city of Karmiel and the surrounding Misgav region
- Conclusion of the first stage of community task forces, resulting in recommendations for local programming in each of three areas: Jewish camping and immersive Israel experiences, young adult leadership development, and affordability of Jewish life
- Kickoff for a task force to discuss, examine and plan for the short- and long-term future of Jewish cemeteries in Western Pennsylvania
- Expanded Community Relations Council work to combat anti-Semitism and anti-Israel sentiment on college campuses
- Record-breaking attendance of 1,100 at the Jewish Federation Volunteer Center's **Mitzvah Day** and year-round volunteer opportunities



Volunteers restoring a home during Jewish Federation Volunteer Center's Good Deeds Day.

# 2016 SOURCES OF SUPPORT

## \$37,770,000



### Source Key

Annual Campaign

Jewish Community Foundation\*

Government & Educational  
Improvement Tax Credit (EITC)

Supplemental Giving

Jewish Healthcare Foundation

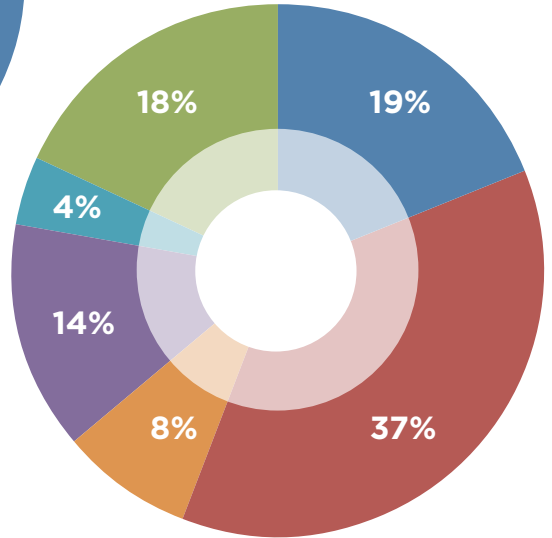
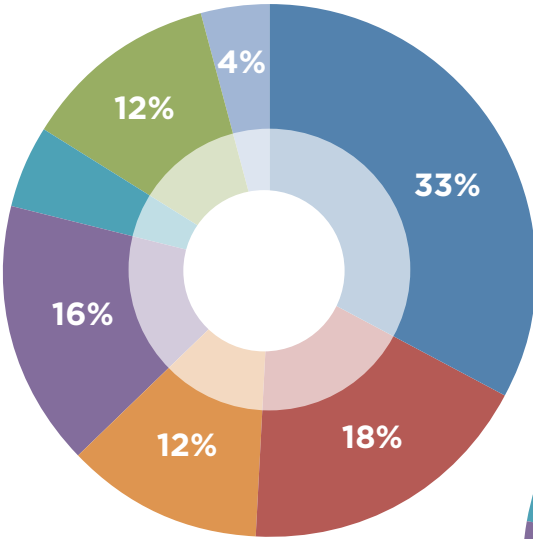
Other\*\*

\* Includes \$1.574 million in support for Annual Campaign  
\*\* Corporate event sponsorship, Classrooms Without Borders,  
Holocaust Center of Pittsburgh, Emergency Funds

# 2016 TOTAL FINANCIAL RESOURCE DEVELOPMENT DISTRIBUTIONS

## \$13,650,000

### Total Financial Resource Development Distributions\*\*\*



### Annual Campaign Distributions

#### Community Impact Key

Jewish Learning

Overseas Funding

Israel Travel & Local Israel Programming

Jewish Community Life

Community Programs, Agency Support

Aging & Human Needs

National Agencies

\*\*\* Unrestricted Jewish Community Foundation, Centennial Fund for a Jewish Future, and Annual Campaign

# JEWISH FEDERATION LEADERSHIP

## OFFICERS OF THE FEDERATION

Cynthia D. Shapira, Chair of the Board  
Meryl K. Ainsman, Vice Chair  
Charles Porter, Vice Chair  
David Sufrin, Vice Chair  
Louis B. Plung, Treasurer  
Scott Tobe, Assistant Treasurer  
Edgar Snyder, Secretary  
Ellen P. Kessler, Assistant Secretary

## CENTRAL SERVICES

Charles Porter, Chair

### Audit Committee

Richard Guttman, Chair

### Finance Committee

Gil Schneider, Chair

### Foundation Investment Committee

Andrew Stewart, Chair

## COMMUNITY BUILDING & FUNDING

James P. Wagner, Chair

### Planning & Funding Committee

Scott Tobe, Chair

### Foundation Grantmaking Committee

Woody Ostrow, Chair

### Aging & Human Needs

Meyer Grinberg, Chair

### Israel & World Jewry

Laurie Moser, Chair

Jeff Markel, Overseas Funding Chair

Debbie Resnick, Partnership2Gether Co-Chair

Joshua Resnick, Partnership2Gether Co-Chair

Jan Levinson, Israel Programming Israel Week Chair

### Jewish Learning & Community Life

Scott Leib, Chair

### Community Relations Council

Cindy Goodman Leib, Chair

### Volunteer Center

Vickie Holthaus, Chair

## Board Members at Large

Milton Eisner  
Stephen Halpern  
Judi Kanal  
Eileen Lane

## DEVELOPMENT

David Sufrin, Chair

### Foundation

Woody Ostrow, Chair

Edgar Snyder, Co-Chair

### Annual Campaign

Meryl K. Ainsman, Chair

Linda Joshowitz, Co-Chair

### Men's Philanthropy

Jan Levinson, Chair

Chuck Snyder, Co-Chair

### Women's Philanthropy

Ellen Teri Kaplan Goldstein, Chair

Shelly Snyder, Co-Chair

### Young Adult Division

Randy Whitlatch, Chair

Marcie Solomon, Co-Chair

Kristin Keller, National Young Leadership Cabinet Chair

Laura Pechersky, Shalom Pittsburgh Co-Chair

Aviva Rosenberg, Shalom Pittsburgh Co-Chair

### Cardozo Society

Dodi Walker Gross, Chair

### Maimonides Society

Dr. Dennis Hurwitz, Chair

### Marketing Communications Committee

Robbin Steif, Chair