

Making a Statement

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United
Jewish
Endowment
Fund



Message from the President and Managing Director

We have just celebrated Chanukah and will shortly celebrate the New Year. On behalf of the trustees and staff of the United Jewish Endowment Fund, we extend our best wishes to you and your loved ones.

It seems that this year Chanukah comes at a particularly appropriate time. The Chanukah narrative is of course about creating light and hope during the most troubling of times. Following the liberation of the Second Temple, a time of destruction and despair, it was discovered that there was only sufficient oil to burn the eternal flame for a single day. Yet, the single flask of oil served the needs of the community for eight days.

As we are inundated with profoundly troubling news from the Middle East and around the globe, we cannot lose sight of our personal ability to affect positive change and influence. You, as a supporter of the UJEF, bring light and possibility to many wonderful projects, which substantially enrich the lives of individuals, in ways often beyond comprehension. While sometimes we may only perceive the immediate impact of our efforts (the single day of light), there are so often exponential returns to our acts of philanthropy (the eight days).

Whether you have established a Donor Advised Fund, left a legacy to the community, or established a Charitable Gift Annuity, you have created a vehicle to bring light to others. We take this opportunity to thank you.

There is wonderful energy at the UJEF... we have welcomed new staff, and we are working on a number of exciting projects. In this edition, we invite you to read about the new visioning process being undertaken by our Grants Committee and learn about the upcoming 2015 Israel Your Way Mission and more.

As always, we hope that you will contact us with any questions that you may have at the contact information below.

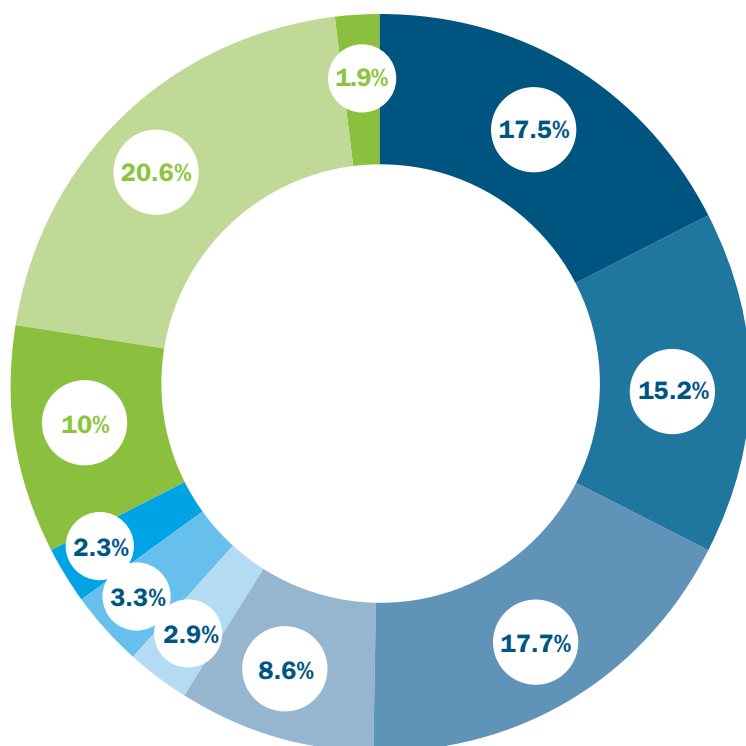
May the coming year be a happy and healthy one for you and your family.

Best Regards,

Mark Levitt, President
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Portfolio Allocation September 2014



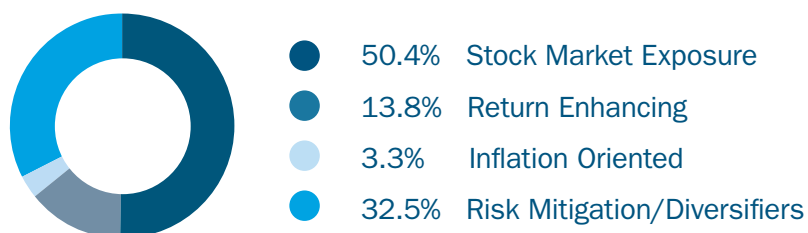
Equity 67.5%

- 17.5% Domestic Stocks
- 15.2% International Stocks
- 17.7% Long/Short and Event Driven
- 8.6% Private Equity
- 2.9% Private Real Estate
- 3.3% Public Natural Resources
- 2.3% Private Natural Resources

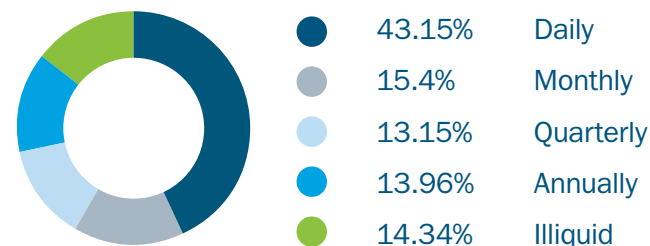
Fixed Income 32.5%

- 10% Credit Oriented Hedge
- 20.6% Fixed Income and Cash
- 1.9% Israel Bonds

Purpose of Investments in the Portfolio for September 2014



Liquidity September 2014



INVESTMENT PERFORMANCE THROUGH SEPTEMBER 2014

	One Month	Quarter	Calendar YTD	One Year	Three Years	Five Years	Ten Years
Entire Fund Total	-1.68%	-1.65%	2.89%	7.43%	9.62%	8.28%	6.38%
Policy Index	-2.37%	-1.98%	2.84%	7.42%	10.62%	7.23%	5.74%

Please note that these numbers include estimates and are subject to revision. Performance reports are based on the most current data available.

The Next Big Jewish Idea

“Vote for me,” joked Erica Brown, the renowned adult educator, feigning an “American Idol”-ish entreaty at a recent meeting of the UJEF Grants Committee. Brown was only half-joking. The grant-making body is seeking the next big idea in local Jewish engagement and asked Brown and three other Jewish communal leaders to make the case for funding in their general area of expertise at an “Innovation Expo” in November. Up for consideration: families with young children, teen outreach, Israel experiences and adult education. With a preliminary survey of these subjects behind them, the UJEF and its philanthropic partners are poised to determine where to focus its next substantial investment.

“Now comes the tough but exhilarating work of finding and fueling a project that can tap into the wellspring of our vibrant Jewish community,” says UJEF Grants Committee Chair Jocelyn Krifcher.

Directing some \$450,000 to just one or two projects marks a relatively new way of doing business for UJEF. For decades, the operation involved allocating smaller sums to numerous projects, undertaken by a variety of organizations. While dispersing grants of \$25,000 made a series of wonderful programs possible, the gifts were not self-sustaining, Krifcher says. “We realized that we’d have to narrow our focus to deepen our impact,” she says.

The new strategy began a few years ago with seed funding for the Jewish Food Experience, an innovative approach to connecting with the community through the universal experience of food. “We aim to reach people where they are,” Krifcher says. “If someone considers himself a ‘bagel-and-lox’ Jew, the Jewish Food Experience provides a starting point for Jewish engagement.”

As the UJEF looks for a new mode of community connection, it will again seek programming to fill potential gaps in Jewish outreach. And by examining the areas under consideration, the group is already hedging its bets. Whether funding goes towards teens, families with young children, Israel experiences or

adult education, the programming will target points of “disruption” in the lifecycle, which, by their nature, afford an opportunity for engagement.

New parents often seek the support and comfort of Jewish wisdom and traditions to raise their children;

teens navigating the pitfalls of adolescence can form lifelong bonds with likeminded Jewish peers; Israel experiences can have a transformative impact on American Jewish identity; and adult education can provide spiritual nourishment at times of transition and pave the way for innovative Jewish leadership.

As it tackles the task of evaluating these options,

the UJEF will also take into account numerous trends and data points detailed at the recent panel. Among them is the increasing popularity of post-denominational programs such as Limmud, community-based learning festivals popping up around the world. And, for example, when it comes to preschool, Jewish parents are seeking excellence over Jewishness in their child’s experience.

The UJEF expects to settle on an area of focus by early 2015 and determine its investment by the spring. The process is still open to participation and prospective donor partners.

This new local direction follows a change by the UJEF in funding in Israel designed to promote large-scale change by focusing on young communities. These communities are created by young Israelis looking to foster change in smaller cities and towns in order to make them more appealing places to live and work. Employment, housing, schools and social programming are just the beginning of areas they are addressing.

For more information about the UJEF grant-making process, please contact Linda Kraner, senior manager of grants at the Jewish Federation of Greater Washington, at 301-230-7242 or linda.kraner@shalomdc.org.

“Now comes the tough but exhilarating work of finding and fueling a project that can tap into the wellspring of our vibrant Jewish community,” says UJEF Grants Committee Chair Jocelyn Krifcher



Israel Your Way

Do you remember the Choose Your Own Adventure books from your childhood? Imagine if you could actually choose your own adventure today. With Israel Your Way, you can! In October 2015, you can choose your own excursion on the Israel Your Way trip. With four unique tracks—Business, Food & Culture, Eco-Israel & Outdoor Adventure, and Israel Insider—you will have the opportunity to experience Israel like never before. This multi-generational journey will include meeting top Israeli leaders, hands-on experiences and behind the scenes tours.

“Last year I made friends and built relationships with people of all ages. I’ve been to Israel a dozen times and this was the first time I got an insider’s look into Israeli culture. I experienced Israel’s art, food and wine scene - learned a lot and had fun!” says Michael Plostock, Young Leadership co-chair and legacy society member.

Israel Your Way is a great way to make Israel yours. From business to culture and eco/outdoors to an insiders look, you will have a chance to connect with Israel like you have never imagined. It’s a community experience you won’t want to miss!

More information including dates and how to register is located on the right.

Which track will you choose?

FOR MORE INFORMATION, PLEASE CONTACT:

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**ISRAEL
YOUR WAY** | OCT. 25 –
NOV. 1,
2015

Join us for a one-of-a-kind, multi-generational journey through Israel with **four CUSTOMIZED EXCURSIONS** to choose from. Each track promises a unique, hands-on and dynamic itinerary that cannot be experienced by most visitors to Israel.

WHICH EXCURSION WILL YOU CHOOSE?

**BUSINESS • FOOD & CULTURE
• ECO-ISRAEL/OUTDOOR
ADVENTURE • ISRAEL INSIDER**



MISSION CO-CHAIRS:
Larry & Melanie Nussdorf and Bradley & Sophie Buslik

For more information or to register, visit

**shalomdc.org/
israelyourway**