

# The Power of Twenty Shekels

By Zach Briton, Campaign Director at  
The Jewish Federation of Greater Washington

On July 11th, 2012, twenty shekels changed the world for two people—Sasha and me.

This summer, I visited a Jewish Agency for Israel summer camp that was 45 minutes outside of Odessa in the Ukraine. As I walked off the bus with 100 other Jewish Federation colleagues and leaders from around North America, I noticed Sasha, a 16 year old boy, who was leading the group in a well known Israeli line dance.

During dinner I spoke with Sasha and learned that he, his mother and sister live a hard life. His father passed away when he was 7, and now his mother is struggling to make ends meet. I assumed correctly that he had never been given the opportunity to go to Israel, so I told him about Taglit-Birthright Israel, the free trip to Israel for 18-26 year olds across the world.

As our evening finished and I got ready to say goodbye to Sasha, I grabbed my wallet, pulled out a twenty shekel bill and handed it to Sasha. I asked that he make a promise to visit Israel and give the twenty shekels to someone in need, thereby performing the *mitzvah* (commandment) of giving *tzedakah*.

That day at the Jewish Agency summer camp outside of Odessa taught me the importance of *klal yisrael* (all of Israel). Sasha lives a hard life without many opportunities to give to those who are less fortunate. Not only did The Federation's annual campaign allow Sasha to attend summer camp, he now knows he is able to experience Israel first hand and can do so with twenty shekels in his pocket to help someone in need. Collectively, we gave Sasha the opportunity to participate in one of the greatest *mitzvot*: the act of giving.

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The Jewish Agency for Israel operates camps in Odessa and 13 other cities throughout the former Soviet Union.



Campers range in age from 7-17; nearly 50% of campers return to camp to continue to build their Jewish identity.



Some counselors come to the camp from Israel, giving many of the campers their first taste of Jewish and Israeli culture.

## YOUR STATEMENT

2012

# Making a Statement

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## Message from the President and Managing Director

L'Shanah Tovah! Enclosed you will find your preliminary unaudited quarterly and annual statements for your fund with the United Jewish Endowment Fund (UJEF). Please note that your quarterly statement reflects contributions and distribution activity as well as investment performance through June 30, 2012. While we do not expect any changes, these statements will not be considered final until we undergo our financial audit. If there is a change to your statement, we will mail you a final statement.

During the High Holy days, we take time to reflect on the past year. We want to thank you for your support of the Jewish community during 5772! Your involvement with The Jewish Federation of Greater Washington and the United Jewish Endowment Fund enriches Jewish life locally, in Israel and around the world. Read about one of the meaningful programs we support that enables youth in the Former Soviet Union to participate in Jewish summer camps on page 4. Our Create a Jewish Legacy partner organizations are entering their second year of training and we are busy recruiting for Cohort II partners. You can learn more about the program on page 3.

Are you concerned with how the election may affect charitable tax deduction laws? Stay up-to-date with charitable giving news by signing up for our eNewsletter. Just go to [shalomdc.org/endowment](http://shalomdc.org/endowment) and click on the **eNewsletters** link on the right side. If you are in the financial, estate or tax planning field, you may sign up for our Advisor eNewsletter by clicking on the button **For Advisors**.

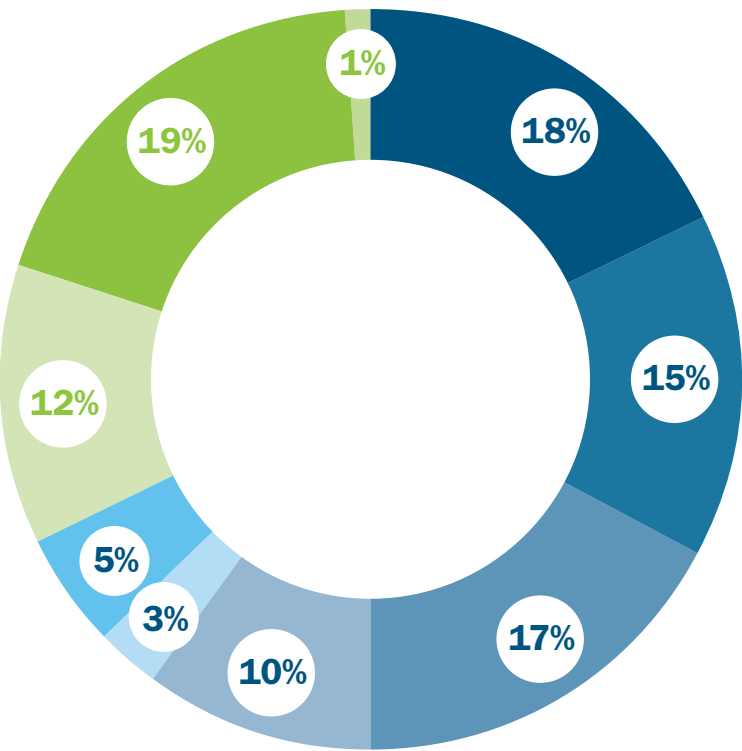
Over the summer, we made improvements to Donor Web, our donor website. You can use this website to view your UJEF fund information online and make recommendations for distributions. **Access the site using the Donor Web button on the top right of shalomdc.org/ujef or by going directly to <https://www.iphiview.com/ujef/>.** You may be prompted to change your password the first time you log in to the website. If you need help with Donor Web or signing up for any of the eNewsletters, please contact Marla Hurwitz, [marla.hurwitz@shalomdc.org](mailto:marla.hurwitz@shalomdc.org) or 301-348-7357.

Have a sweet and happy new year,

Ronald A. Paul, M.D.  
President

Eileen Frazier  
Managing Director

Portfolio Allocation June 2012



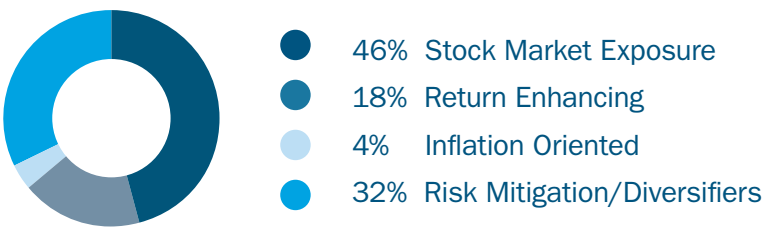
Equity 68%

- 18% Domestic Stocks
- 15% International Stocks
- 17% Long/Short and Event Driven
- 10% Private Equity
- 3% Private Real Estate
- 5% Private Natural Resources

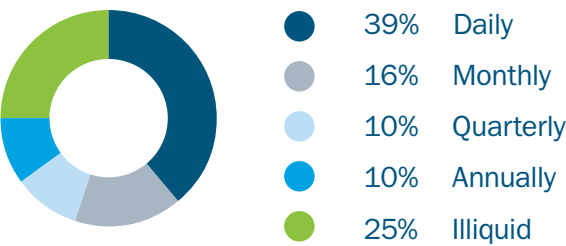
Fixed Income 32%

- 12% Credit Oriented Hedge
- 19% Fixed Income and Cash
- 1% Israel Bonds

Purpose of Investments in the Portfolio for June 2012



Liquidity Summary June 2012



INVESTMENT PERFORMANCE THROUGH JUNE 2012						
	Current Month	Year to Date	Last 12 Months	Last 3 Years	Last 5 Years	Last 10 Years
Entire Fund Total	1.51%	3.85%	-1.28%	9.15%	-0.15%	5.11%
Policy Index	3.11%	4.01%	-2.48%	7.74%	-0.24%	4.89%
S&P 500	4.12%	9.49%	5.45%	16.40%	0.22%	5.33%

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



Ensure the future of our Jewish community by supporting the agencies and programs you love best with a lasting legacy gift.

Close your eyes for a moment and picture yourself inside your most

meaningful Jewish experience. Fill yourself with the sounds, sights, tastes, smells of that moment. Now ask yourself, how can I recreate that experience for future generations? Create a Jewish Legacy (CJL) is our community’s catalyst to share your moment and secure it for the future.

Last year, the 17 agency and synagogue partners of Cohort I focused on how to open meaningful and heartfelt conversations with their closest supporters and members about important moments in their Jewish journeys. Those conversations identified 60 new legacy gifts with an estimated impact of more than \$3 million!

When agencies, synagogues and the Endowment Fund support each other’s visions for a financially secure future, we ensure a vibrant Jewish community across Greater Washington for years to come.

This fall CJL Cohort I will begin their second year of our training institute. We are currently accepting participants into Cohort II which is slated to begin in January 2013. To learn more about getting your agency, congregation or organization involved with CJL, or to make your legacy gift, please contact Jennifer Scher, [jennifer.scher@shalomdc.org](mailto:jennifer.scher@shalomdc.org) or 703-286-1039, or visit us online at [JewishLegacyGW.org](http://JewishLegacyGW.org).

UPCOMING EVENTS

Mitzvah Mavens at the Chevy Chase House  
Sunday, October 28, 2012  
1:30 p.m.–3:30 p.m.

We will be visiting the senior citizens at the Chevy Chase House in partnership with JSSA Chaplaincy Services and will do arts and crafts, sing songs and spend time with the residents to brighten their day. Be sure to bring your children, friends and any other women who would like to get involved with Mitzvah Mavens. Details at [shalomdc.org/mitzvahmavens](http://shalomdc.org/mitzvahmavens).

The Jewish Federation of North America’s General Assembly  
November 11–13, 2012  
Baltimore, Maryland

At the General Assembly (GA), the Jewish community shares innovations and celebrates achievements, comes together and gets inspired. Join us in Baltimore to tackle the crucial issues of the day at the most important annual event of the Jewish Federations. For more information, visit [generalassembly.org](http://generalassembly.org).



Create a Jewish Legacy  
[JewishLegacyGW.org](http://JewishLegacyGW.org)

Your parents heard it. So did your grandparents, and their grandparents. The sound of the shofar—powerful blasts that have stirred the souls of Jews for generations. This year when you hear the shofar, imagine it echoing down through the years. When you leave a Jewish legacy, that’s exactly what you make happen. It’s a gift ensuring that what you cherish most about Jewish life will resonate for generations to come. To learn more about creating a legacy, contact Jennifer Scher, [jennifer.scher@shalomdc.org](mailto:jennifer.scher@shalomdc.org) or 703-286-1039.

