

Making an Impact

We wanted to introduce you to two creative programs funded by the United Jewish Endowment Fund, in partnership with donors, that are making meaningful impacts in our community.



PJ LIBRARY
A free monthly book club
for families with children ages 0-8



When parents read a PJ Library book to children before bed, they share their love of reading, nurture an early connection to Jewish values, and teach valuable lessons of holidays and tradition while planting an important seed about being part of a greater Jewish community. 4,000 families in Greater Washington are participants in this free monthly book club.

PROGRAM IMPACT

- A reported 45% of the PJ Library families have sought out more Jewish activities since enrolling in PJ Library, increasing their Jewish knowledge and content in their home.
- In the last two years, the PJ Library program has partnered on more than 200 events in 85 locations with 40 local organizations reaching more than 7,000 people.
- 96% of PJ Library families have reported that the program has had a positive impact on their Jewish identity.
- PJ Library of Greater Washington has set the standard for community partnerships, locally-based public space programs and social media outreach, offering workshops and how-to guides for the 220 other PJ Library communities across North America.

To learn more or to fund this program, visit shalomdc.org/pjlibrary

Please consider supporting one of these great programs, today.

The programs above may be supported at any level. To make a distribution from your fund, contact **Elan Burman**, Director of Planned Giving at **301-230-7211** or email elan.burman@shalomdc.org.

JEWISH FOOD EXPERIENCE
A program using food to connect
people to Jewish life



Washington, DC



Volunteers cook to combat hunger at N Street Village, one of many programs supported by the Jewish Food Experience offering volunteers an opportunity to come together to chop, cook and prepare food to be donated to DC families in need. Social Action projects that support hunger initiatives in our community are just one of the many ways that Jewish Food Experience uses food to connect members of our community in meaningful ways.

PROGRAM IMPACT

- In the past two years, JFE has partnered with 60 agencies, congregations and organizations to co-sponsor more than 150 events, including an exciting regional partnership with Whole Food Markets, reaching in excess of 6,500 people.
- Through the JFE Partnership Grants program, approximately \$16,000 has been distributed throughout Greater Washington to community organizations and synagogues for food programming.
- JFE's website (www.jewishfoodexperience.com) has become the "go to" place for Jewish food with more than 150,000 visitors in its first year and a half and more than 40,000 people receiving the weekly JFE e-newsletter.

To learn more or to fund this program, visit jewishfoodexperience.com

YOUR STATEMENT

QUARTER 2: 2014/2015

Making a Statement

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United
Jewish
Endowment
Fund



Message from the President and Managing Director

Pidyon Shvuyim—redeeming the captive—is among the most important of Jewish commandments. In fact, Maimonides declared that the redeeming of captives even takes precedence over supporting the poor or clothing them.

In December, the staff of The Jewish Federation of Greater Washington had the opportunity to welcome home Alan Gross. Alan, as was so well publicized, was held captive in Cuba for five years. Alan came to The Jewish Federation of Greater Washington and the Jewish Community Relations Council to articulate his gratitude to our Community for its efforts to secure his release. His jovial and heartfelt words of thanks were well received and he would like his sentiments to be communicated to you.

(Coincidentally, Alan's release was timed almost identically with our reading of the story of Joseph in the bible and his unjust incarceration both at the hands of his brothers and by Pharaoh.)

Pidyon Shvuyim is yet another example of Judaism extolling us to exercise consideration for one another. We are constantly taught about the value of each life and every individual. It is this driving consideration that informs the work of The Jewish Federation of Greater Washington and, of course, the United Jewish Endowment Fund.

Through the myriad programs and opportunities supported through the work of the United Jewish Endowment Fund, we help Jews in this community, in Israel and around the world to live lives of dignity and purpose.

It is also our profound understanding of the inherent value of every individual that renders the developments in France that much more heart-wrenching. We, with our brothers and sisters around the globe, mourn the loss of too many vibrant and promising lives. Our world is that much dimmer because of their passing. May their memories be a blessing.

In the same way that we recognize the value of a single individual, we must recognize the contribution made by each individual to the community. Every donation, legacy commitment, donor advised fund and more that we receive has an impact on the fabric of this organization and the body of work we are able to achieve. We thank you for selecting us as your vehicle to achieve your philanthropic vision.

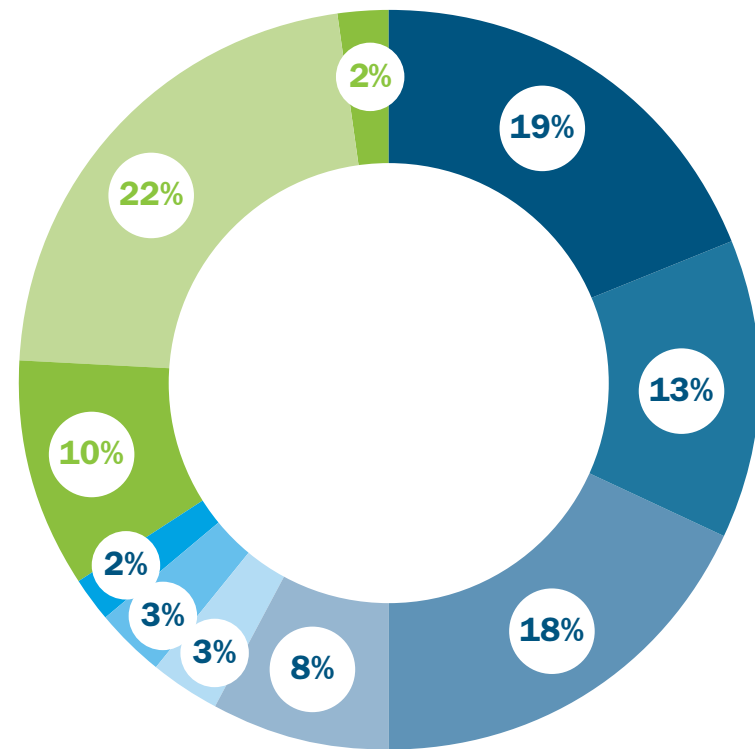
This edition of Making a Statement includes financial information, a story on how a single conversation has the ability to impact lives and a great deal more. We trust that you will enjoy reading more about the community of UJEF stakeholders of which you are a critical part.

Best Regards,

Mark Levitt, President
TheOfficeofMarkLevitt@shalomdc.org

Avital Ingber, Managing Director
Avital.Ingber@shalomdc.org

Portfolio Allocation December 2014



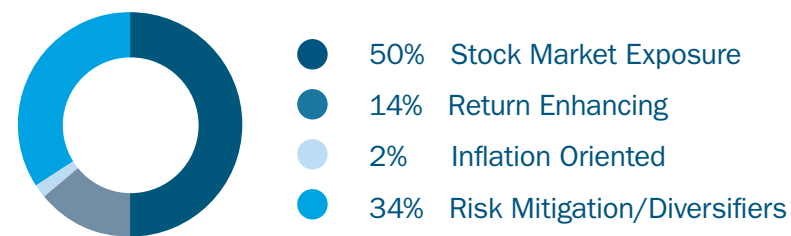
Equity 66%

- 19% Domestic Stocks
- 13% International Stocks
- 18% Long/Short and Event Driven
- 8% Private Equity
- 3% Private Real Estate
- 3% Public Natural Resources
- 2% Private Natural Resources

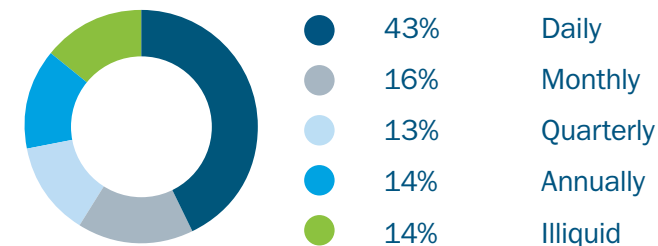
Fixed Income 34%

- 10% Credit Oriented Hedge
- 22% Fixed Income and Cash
- 2% Israel Bonds

Purpose of Investments in the Portfolio for December 2014



Liquidity December 2014



INVESTMENT PERFORMANCE THROUGH DECEMBER 2014						
	One Month	Quarter	One Year	Three Years	Five Years	Ten Years
Entire Fund Total	-0.84%	-0.04%	2.83%	8.94%	7.59%	5.64%
Policy Index	-1.60%	-0.13%	2.84%	8.96%	6.68%	5.02%
S&P 500	-0.25%	4.93%	13.69%	20.42%	15.46%	7.68%

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

Coffee Talk: Pass the *Tikkun Olam*

More than 15 years ago, Jocelyn Krifcher asked Janet Wittes to breakfast. Jocelyn, an accomplished leader in the Jewish community and dedicated Federation solicitor, wanted to know what compelled Janet's longtime generosity.

"I was puzzled by the question," Janet says, sitting alongside Jocelyn in The Federation's new offices, and recounting the friendship that has evolved between them. "It seemed that, of course you have to give. The only question is how much."

The answer, Janet explained, hinged on the state of her business, a small statistical consulting company. The better she did, the more she could give, she told Jocelyn that morning at Kramerbooks' Afterwords Cafe, which would become one of their go-to spots for breakfast.

"Janet donated from the gut," Jocelyn said. After all, she learned by example: Janet's father chaired UJA's Scientist Division in New York for many years, and her mother's father helmed a host of benevolent societies in Bangor, Maine in the first two decades of the 20th century.

But despite Janet's steadfast support—and her own family's involvement—she never realized the extent of The Federation's work and how it might affect her personally until befriending Jocelyn.

Their annual meeting became an anticipated reunion, where the two debriefed each other on their lives, their work and, especially, their children. So when Janet mentioned her son with special needs and the struggle to find him the right home, Jocelyn leapt at the chance to help her friend through The Federation; she introduced Janet to the Jewish Foundation for Group Homes, a beneficiary agency where her son is now happily ensconced.

"As our conversation evolves, I try to make those connections," Jocelyn says, marveling at the ways their relationship has transported Janet's community involvement.

During the 2004 Indian Ocean tsunami, Jocelyn recommended Janet join The Federation emergency aid committee, which she found fascinating. As a statistician, Janet was delighted to discover the data-driven decision making and be part of the process.

"I've learned a lot from you," Janet says, noting her appreciation for the breadth of the Federation's services. "The fact that the Federation gives to many organizations and groups that really need help taught me how much of a difference a single gift to the Federation can make.

And, of course, there's the friendship.

"I'm just fascinated and impressed with what those four kids are doing," Janet says of Jocelyn's children.

"If that's not a Jewish mother and grandmother talking!" Jocelyn replies.

The friendship feels separate in a way from her giving decisions, Janet says, but adds that she'd be mortified to meet with Jocelyn without a gift to The Federation.

"The interweaving of friendship and giving is really complicated," Janet says.

"Relationships are," Jocelyn answers. "At the end of the day, people don't give to organizations; people give to people."

Recently, Janet and Jocelyn met for breakfast. Jocelyn asked Janet to consider making a bequest to the Jewish community of Greater Washington. Such a gift would perpetuate Janet's support of the Jewish community in which she is so invested, for the benefit of her children and grandchildren.

"I'm still thinking about how to structure a bequest," Janet says.

And, according to Jocelyn, what started out as a solicitation meeting evolved into something far more profound.

"Meeting Janet has been one of the most wonderful things that I've gotten out of being a volunteer," she says. "Meeting with her has really enriched my life." Why? Because when two people share common Jewish values and traditions of *tikkun olam*, deep and meaningful conversations ensue.

Jocelyn continues, "When two Jews get together, magic can happen."

