

HGF

LIVING JEWISH

HAROLD GRINSPOON FOUNDATION



2011-2013 Financial Report





I FOUND A FRUITFUL WORLD, BECAUSE MY ANCESTORS PLANTED
IT FOR ME. LIKEWISE I AM PLANTING FOR MY CHILDREN.

Talmud, Taanit 23a

Voices & Visions™ Masters Series

Dear Friends,

We are pleased to write to you from our beautiful new office in Agawam, Massachusetts. A walk through the space shows what we've been up to. The office is outfitted with bookcases containing **PJ Library** books in the three languages in which we now work—English, Hebrew, and Spanish. They span from board books for our youngest recipients to the **PJ OurWay** chapter books we are testing with 9–11 year olds. The office walls showcase posters from our **Voices & Visions** project, which uses the power of striking visual art to communicate important Jewish ideas. Turn a corner and you can meet the mentors from our **JCamp180** team who work with members of the boards of Jewish camps to advance strategic plans. Turn another corner and you will find the empty desk of our **Life & Legacy** national director; she spends most days traveling the country to train communities in developing effective legacy campaigns to secure the Jewish future.

Our efforts continue to show results. Our investment in mentorship for the boards of Jewish summer camps has helped those camps raise over \$80 million to support capital facility enhancements. Our legacy projects, both locally and nationally, are securing legacy commitments that, by conservative estimates, will bring many hundreds of millions of dollars to our Jewish institutions. And PJ Library continues to expand its reach across North America and abroad. Here at home, we recently celebrated delivery of our 5 millionth Jewish children's book. In Israel, PJ Library's sister project **Sifriyat Pijama** provides books to more than 200,000 children each month, reaching nearly 85% of all children in Hebrew-speaking preschools, with supplemental resources in both Hebrew and Russian. PJ Library's international reach now includes Australia and Mexico, and other countries are on the horizon. We continue to support the many programs and institutions that enhance Jewish life in **Western Massachusetts**, including day schools, a resource center for Jewish educators, campership subsidies, trips to Israel, and arts and culture initiatives. We look forward to seeing significant long-term impact from these many exciting investments.

Everything we do is in partnership with others. We are grateful to all who support and enhance our work—our generous philanthropic partners, the Israel Ministry of Education, local federations, the synagogue movements, JCCs, and all of the other institutions, networks, and thought leaders who make up our Jewish community. **We thank you for all that you do.**

Please come visit us in Agawam. We look forward to achieving so much more together.

On behalf of the Trustees of Harold Grinspoon Foundation,

Winnie Sandler Grinspoon and Jeremy Pava

“ I LOVE THE JEWISH PEOPLE. I SPEAK JEWISH WITH MY DOLLARS.

- Harold Grinspoon

HAROLD GRINSPOON FOUNDATION invests in projects that provide a strong return on investment for the Jewish community.

PROGRAMS

	ACTUAL 2011-2012	ACTUAL 2012-2013	CUMULATIVE 1993-2013
PJ Library® North America and International	\$3,849,000	\$4,655,000	\$20,671,000
Sifriyat Pijama® and Keren Grinspoon Israel	\$1,854,000	\$1,424,000	\$6,916,000
JCamp180™	\$2,564,000	\$1,745,000	\$24,380,000
Voices & Visions™	\$501,000	\$535,000	\$1,494,000
Life & Legacy™	\$801,000	\$466,000	\$2,704,000
Western Massachusetts Programs and Grants	\$1,923,000	\$1,869,000	\$40,283,000
National, International and Israel Grants	\$896,000	\$449,000	\$28,242,000
Other Programs and Administration	\$1,424,000	\$1,994,000	\$12,869,000
TOTAL HGF INVESTMENT	\$13,812,000	\$13,137,000	\$137,559,000

HGF fiscal year ends on August 31

community

Transformed the lives of more than 165,000 Jewish children in 200 communities across North America.

HAROLD GRINSPON FOUNDATION

substantially underwrites the total cost of PJ Library—an outreach and engagement program that brings the gift of high-quality Jewish books and music into the homes of Jewish children every month. PJ Library deepens Jewish identity, connects families to Jewish community, and strengthens Jewish peoplehood.

Thanks to the commitment of community and philanthropic partners, PJ Library:

- Empowers parents to become their children's first Jewish educators and enables them to pass Jewish heritage on to the next generation
- Sparks meaningful Jewish conversations in hundreds of thousands of homes
- Welcomes young Jewish families into the local Jewish community through low-barrier programs and events
- Connects families to each other and to the wider Jewish community
- Turns bedtime moments into lasting Jewish memories

COMMUNITY PARTNERS

We thank our many community partners including Jewish federations, synagogues, JCCs, religious movements, and other Jewish organizations.

PHILANTHROPIC PARTNERS

Our generous philanthropic partners make PJ Library possible throughout the United States and Canada.

We appreciate the generous partnership and support from the Steinhardt Foundation for Jewish Life, Crown Family Philanthropies, Leon and Toby Cooperman Family Foundation, Genesis Philanthropy Group, Andrea and Charles Bronfman, Susser Family Trust, and other philanthropic partners.

CUMULATIVE INVESTMENT

\$20.7 million

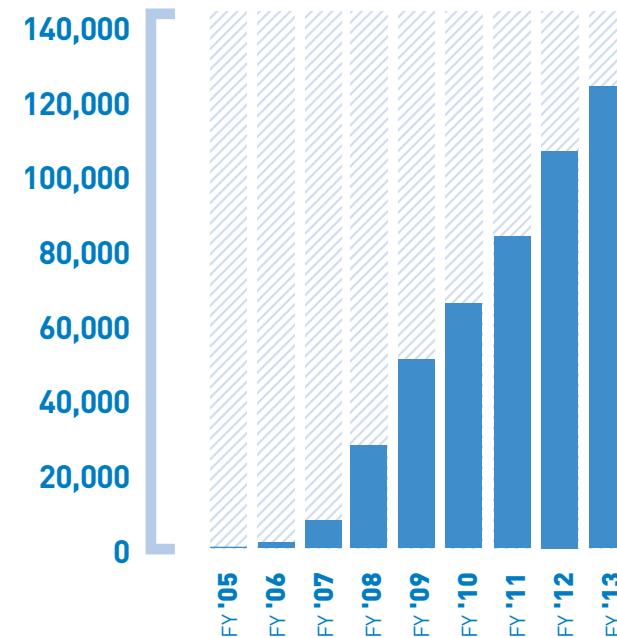
Since Inception

PROGRAM COSTS

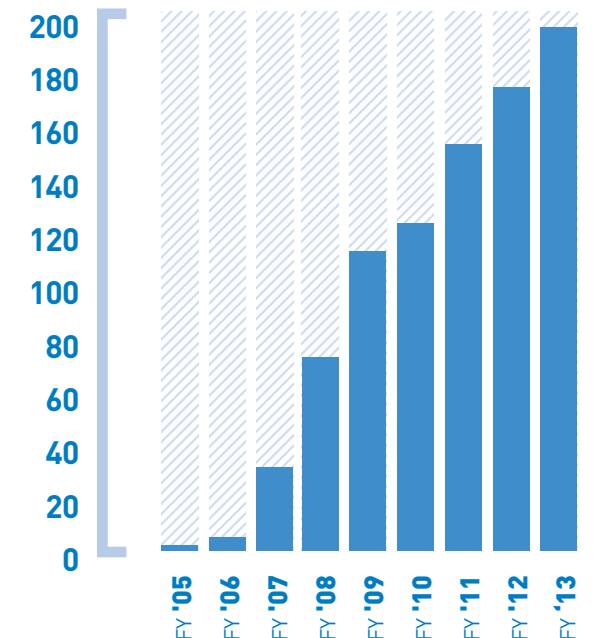
	ACTUAL 2011-2012	ACTUAL 2012-2013	CUMULATIVE 2005-2013
EXPENSES			
Operating Expenses	\$6,506,000	\$8,568,000	\$31,809,000
Grants for Staff Subsidies and Marketing	\$957,000	\$868,000	\$6,484,000
TOTAL EXPENSES	\$7,463,000	\$9,436,000	\$38,293,000
INCOME			
Income for Subscriptions	\$3,614,000	\$4,781,000	\$17,622,000
TOTAL HGF INVESTMENT	\$3,849,000	\$4,655,000	\$20,671,000



Number of Active Subscriptions



Number of PJ Communities*



*New York City is represented as one (1) community, but is made up of 85 PJ Library partner organizations.



Over 194,000 children in 6,300 Israeli preschools participated in Sifriyat Pijama.

HAROLD GRINSPOON FOUNDATION

in partnership with the Israel Ministry of Education, spearheads Sifriyat Pijama, PJ Library's counterpart in Israel. Books are distributed through preschools by Keren Grinspoon Israel.

Sifriyat Pijama provides resources to preschool teachers on ways to strengthen children's literacy and explore their Jewish identities.

Sifriyat Pijama:

- Introduces Jewish-content books in the classroom
- Teaches Jewish values and heritage through stories
- Gifts the books to students for their home libraries
- Encourages children to share and discuss the books with their families
- Helps young children and their families identify with the Jewish values and Israeli culture featured in the stories

Additionally, HGF distributes these books through Sifriyat Pijama B'America to Hebrew-speaking families in the United States in partnership with the Israeli American Council.

PHILANTHROPIC PARTNERS

The Israel Ministry of Education and other philanthropic partners have joined with us to bring culturally rich books and valuable teacher training to schools across the country.

literacy

CUMULATIVE INVESTMENT

\$6.9 million
Since Inception

PROGRAM COSTS

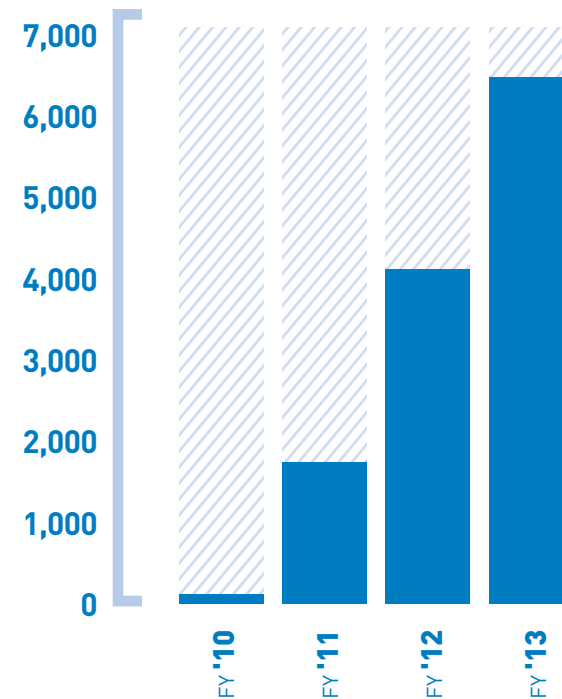
	ACTUAL 2011-2012	ACTUAL 2012-2013	CUMULATIVE 2008-2013
EXPENSES			
Operating Expenses	\$3,656,000	\$3,601,000	\$11,695,000
INCOME			
The Israel Ministry of Education	\$1,417,000	\$1,417,000	\$3,367,000
Philanthropic Partners	\$385,000	\$450,000	\$1,102,000
Payments from communities not eligible for the Israel Ministry of Education funding	—	\$310,000	\$310,000
TOTAL KGI INVESTMENT*	\$1,854,000	\$1,424,000	\$6,916,000**

*Funded through Keren Grinspoon Israel

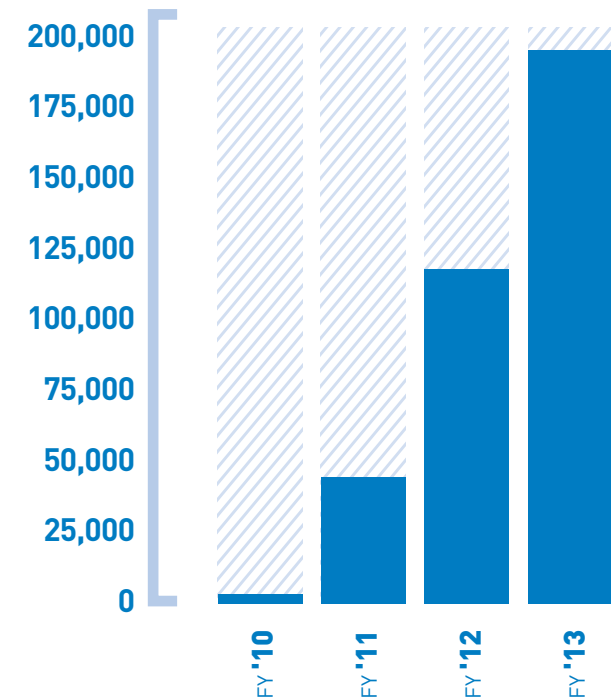
**Includes HGF funding of Sifriyat Pijama before the formation of KGI



Preschools Receiving Books



Children Receiving Books



Participating camps raised \$80 million in response to HGF Challenge Grants and an estimated \$71 million in Legacy contributions.

HAROLD GRINSPOON FOUNDATION

believes in the power of camps to connect young people to their Jewish identity. JCamp180 helps Jewish camps fully develop their own unique qualities and strengths. JCamp180 mentors build capacity with partner camps by facilitating strategic planning and fundraising with camp leaders.

JCamp180 offers highly effective challenge grants to participating camps. These grants are used primarily for capital enhancements to rebuild and modernize infrastructure as well as legacy campaigns.

JCamp180:

- Creates a vibrant cadre of lay leadership at the camps
- Engages alumni through websites and social media
- Grants incentive awards to first-time campers through our PJ Goes to Camp program in collaboration with the Foundation for Jewish Camp
- Provides professional mentoring in strategic planning and fundraising to over 100 camps
- Inspires others to give beyond capital and legacy campaigns

PHILANTHROPIC PARTNERS

We thank our participating camps, the Foundation for Jewish Camp, and hundreds of generous donors for joining us to position summer camps as a valuable source for Jewish education and identity.

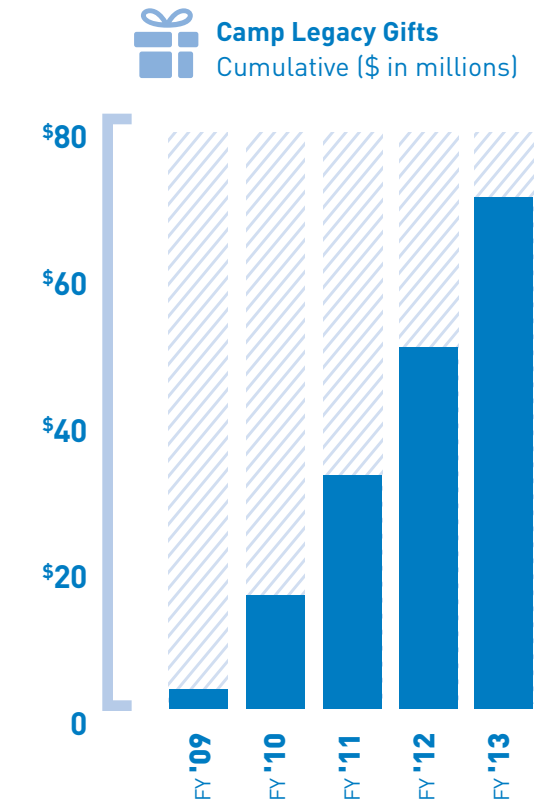
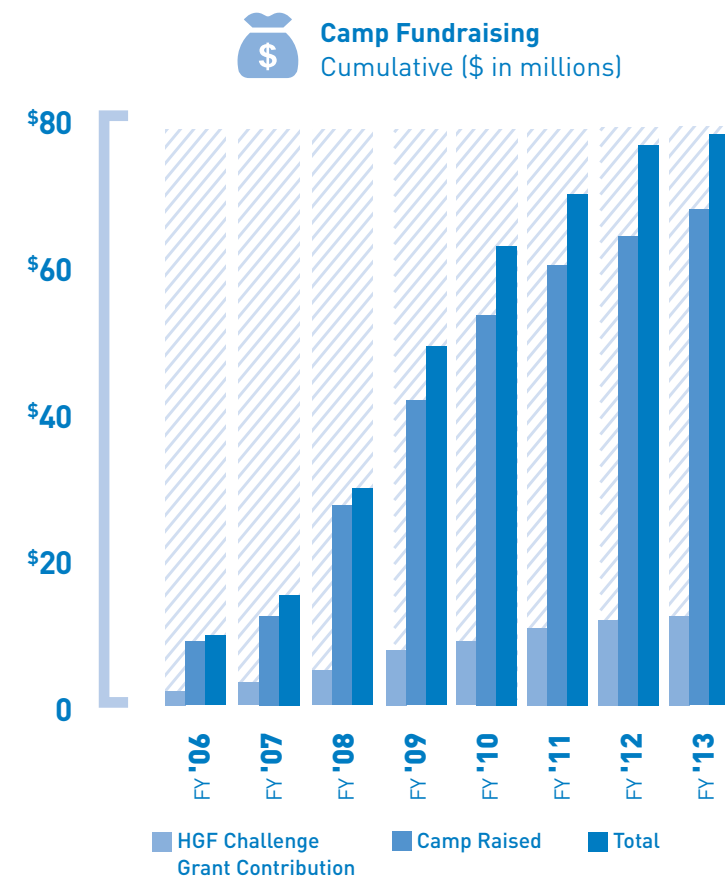
CUMULATIVE INVESTMENT

\$24.4 million
Since Inception

We are proud of our partner camps for going above and beyond HGF's challenge grants by raising an additional \$150 million to meet critical camp needs.

PROGRAM COSTS

	ACTUAL 2011-2012	ACTUAL 2012-2013	CUMULATIVE 2004-2013
EXPENSES			
Operating Expenses	\$1,252,000	\$1,302,000	\$11,280,000
Challenge Grants to Camps	\$1,312,000	\$443,000	\$13,100,000
TOTAL HGF INVESTMENT	\$2,564,000	\$1,745,000	\$24,380,000



128,000 posters were gifted to Jewish organizations throughout North America, Europe, and Israel.

HAROLD GRINSPOON FOUNDATION

funds the creation and distribution of Voices & Visions posters for use in Jewish organizations around the world.

Voices & Visions posters re-imagine timeless Jewish quotes through the art of world-renowned artists.

They grace the halls of federations, Jewish community centers, Hillels, Moishe houses, schools, Jewish camps, synagogues, and many other places.

Voices & Visions posters are used:

- In synagogues to inspire Divrei Torah series, Bet Midrash programs and enhance award ceremonies
- In day schools to spark hallway conversations, focus conflict resolution sessions, and enrich classroom content
- In Jewish community spaces to create meaningful wall displays and provide opportunities for intergenerational interaction and reaction
- To stimulate conversation among young adults on Birthright trips

PROGRAM PARTNERS

Synagogues, day schools, Hillels, camps, and other Jewish organizations are providing a rich tapestry of program content and ideas for use in various Jewish institutions to stimulate conversation.

inspiring

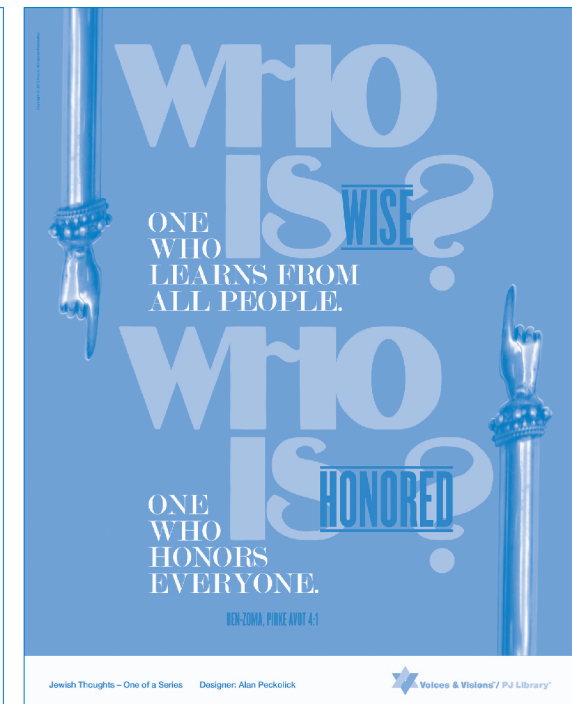
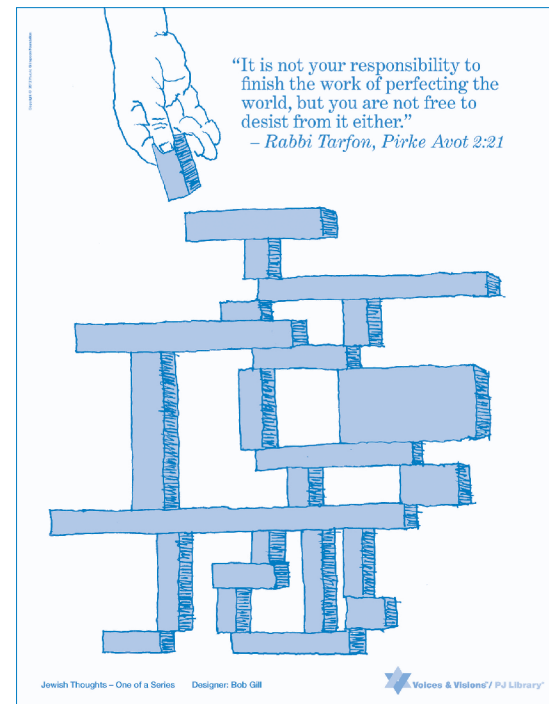
CUMULATIVE INVESTMENT

\$1.5 million
Since Inception

PROGRAM COSTS

	ACTUAL 2011-2012	ACTUAL 2012-2013	CUMULATIVE 2010-2013
EXPENSES			
Operating Expenses	\$501,000	\$535,000	\$1,494,000
TOTAL HGF INVESTMENT	\$501,000	\$535,000	\$1,494,000

Voices & Visions™, *Masters Series* (2 of 18 posters)



Life & Legacy partnerships raised an estimated \$29 million in after-lifetime commitments.

HAROLD GRINSPOON FOUNDATION

motivates Jewish organizations to secure legacy gifts, steward donors, and integrate legacy giving into the philanthropic culture of the Jewish community.

In partnership with the San Diego Jewish Community Foundation and other philanthropists, HGF funded an Areivim legacy initiative which brought a robust legacy program to Philadelphia, San Francisco, St. Louis, and Tucson, as well as to Hillel organizations around the country. In addition, HGF funded Create a Jewish Legacy, a western Massachusetts legacy program. Based on the success of these initiatives, HGF launched a new program—Life & Legacy.

Life & Legacy provides training, support, and monetary incentives to move organizations to secure meaningful after-lifetime legacy gifts.

Life & Legacy:

- Trains partner community organizations to take advantage of the tremendous transfer of wealth taking place in our communities
- Supports and provides incentives that motivate Jewish organizations to secure after-lifetime gifts
- Promotes best practices for marketing, stewardship, and gift formalization
- Fosters camaraderie and respect among Jewish organizations that share the goal of legacy-building for the entire Jewish community

PHILANTHROPIC PARTNERS

We thank our 80 participating community organizations and hundreds of generous legacy donors for joining us to ensure the future of local Jewish day schools, synagogues, Hillels, social service organizations, and other Jewish entities.

Together we are changing the language and landscape of giving and, by doing so, ensuring the future of treasured Jewish organizations.

legacy

CUMULATIVE INVESTMENT in Life & Legacy, Areivim Legacy, and Create a Jewish Legacy

\$2.7 million
Since Inception

In Memory

With the passing of Gail Littman^{z"l} in December 2012, the Jewish world lost a most amazing human being. Gail was a brilliant leader who brought vibrant legacy programs to communities around the country. Through her energy and creativity, Gail was the talent behind the development of HGF's Life & Legacy Program, creator of the JCamp180 Legacy Program, and advisor to legacy giving in western Massachusetts. She was a true inspiration and dear friend to the HGF family.

PROGRAM COSTS

	ACTUAL 2011-2012	ACTUAL 2012-2013	CUMULATIVE 2006-2013
EXPENSES			
Operating Expenses	\$801,000	\$466,000	\$2,704,000
TOTAL HGF INVESTMENT	\$801,000	\$466,000	\$2,704,000

In just one year, Life & Legacy has generated...



Letters of Intent
655

Estimated Value
\$29.4 million



Legacy Conversations
616

Group Conversations
109



HGF Grants to Communities
\$854,968

Total Participating Communities
7



Regional programs and grants created a vibrant Jewish community.

HAROLD GRINSPOON FOUNDATION

builds and enhances a vibrant Jewish community in many ways:

- Operates and strengthens Jewish day and high schools
- Provides resource and professional development opportunities for Jewish educators
- Supports synagogue and community programs that invigorate the Jewish life of teens and families
- Funds local Jewish arts and cultural programming, including Rekindle Shabbat, Fast Track grants, and the Pioneer Valley Jewish Film Festival
- Provides robust Jewish experiences for youth through grants that support tuition, summer camperships, year-round youth experiences, and trips to Israel
- Sponsors Create a Jewish Legacy which, in collaboration with the Jewish Endowment Foundation of the Jewish Federation of Western Massachusetts, works with 19 organizations to secure legacy commitments to sustain vibrant Jewish life

PHILANTHROPIC PARTNERS

We thank our partners for joining us in our efforts to enhance Jewish life:

- Jewish Federation of Western Massachusetts
- Jewish Federation of the Berkshires
- Local synagogues, Hillel, and day schools
- The Springfield Jewish Community Center
- Jewish Family Service of Western Massachusetts
- Individual donors

CUMULATIVE INVESTMENT

\$40.3 million

Since Inception

PROGRAM COSTS

	ACTUAL 2011-2012	ACTUAL 2012-2013	CUMULATIVE 1993-2013
EXPENSES			
Operating Expenses	\$780,000	\$923,000	\$15,187,000
Grants	\$1,143,000	\$946,000	\$25,096,000
TOTAL HGF INVESTMENT	\$1,923,000	\$1,869,000	\$40,283,000

Cumulative Investment



Day Schools and Education
\$21.8 million



Youth, Family, and Community
\$18.5 million

LOOKING AHEAD

Harold Grinspoon Foundation knows a vibrant Jewish future depends on anticipating and serving the needs of families and communities. We are currently working on the following initiatives:

PJ ALLIANCE

This exciting new initiative is led by an alliance of major national funding partners whose philanthropic priorities have aligned around a shared goal: expand PJ Library's reach, impact, and financial sustainability.

We are so pleased to welcome and thank our Lead Partner, the William Davidson Foundation, for its most generous gift of \$5 million to launch the PJ Alliance. This contribution represents a significant investment in the future of PJ Library. Together, the Alliance partners will make possible a deepened and broadened engagement experience for PJ families and their communities across North America. We look forward to welcoming new partners and want to express our deep gratitude to all our supporters for helping to launch this landmark initiative.

PJ OUR WAY

We are testing an expansion of PJ Library to serve ages 9–11 with a pilot program that allows children to choose their own books and participate in book-related online discussions.

PJ LIBRARY INTERNATIONAL

PJ Library is expanding its global reach by providing Jewish-themed books and engagement opportunities in Mexico and Australia. HGF is also working to bring the PJ Library program to Jewish children and their families in Europe, Latin America, and the former Soviet Union.

PJ LIBRARY EDUCATIONAL ENGAGEMENT FOR ADULTS

Working with educators and creative experts, we are exploring new and exciting ways to support parents in sharing their love of Jewish learning and celebration with the entire family.

PJ PROMISE

PJ Promise provides incentive grants to communities to establish local endowments to fund PJ Library in perpetuity.

SIFRIYAT PIJAMA EXPANSION TO GRADES 1 & 2

We're expanding Sifriyat Pijama to first and second grades in partnership with the Israel Ministry of Education. The programs will broaden and deepen Jewish knowledge and improve literacy skills.

MAKTABAT AL-FANOOS (LANTERN LIBRARY)

In partnership with the Israel Ministry of Education and the Price Family Charitable Fund, we are replicating Sifriyat Pijama's success by distributing Arabic picture books to children in Israel's Arabic-speaking government kindergartens.

TRUSTEES

Harold Grinspoon

Diane Troderman

Winnie Sandler Grinspoon

Jeremy Pava

Stuart Anfang

Michael Bohnen

Andy Eder

David Galper

Rabbi Irving Greenberg

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