



2013 - 2016

**sharing the gift**  
what it means to be jew  
**sharing the gift**  
what it means to be jew  
**sharing the gift**  
what it means to be jewish  
**sharing the gift of**  
what it means to be jewish



Sharing the gift of what it means to be Jewish. Inspiring us to make a difference.

**Sharing** is at the heart of the Harold Grinspoon Foundation. We share the **Jewish experience** – the values, culture, and traditions – with people of all ages. We are not alone in this work.

# purpose

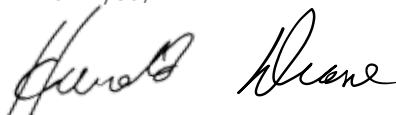
We are supported by many philanthropic partners, thousands of Jewish community leaders, and hundreds of thousands of Jewish families.

We who are Jewish represent just a tiny fraction of the world's population. Yet we possess a disproportionate share of the creativity, thought leadership, and resolve to keep the spirit of sharing alive today and for generations to come. It is incumbent upon all of us to act in ways that acknowledge the extraordinary privilege it is to be involved in this work.

As the Foundation's reach continues to grow around the globe, primarily through PJ Library, we remind ourselves to always think strategically and spend money wisely. Effective stewardship will naturally lead to greater impact and a more sustainable future.

We thank you for your friendship, your support, and the shared vision of a world where being Jewish matters. You breathe life into our work and fill us with profound joy and optimism.

Thank you,



Harold Grinspoon and Diane Troderman

2013 - 2016

# enriching our lives a family enriching lives as a family enriching our lives as a family enriching our lives as a family



We call it “Testimonial Tuesday.”

Tuesday is the day we **share** with our team the notes of **appreciation** sent our way. These testimonials come from parents and grandparents and children. They come from community leaders and PJ Library professionals. They come from coast to coast. From big cities and small towns. From the United States and Canada and the United Kingdom and beyond.

*“We have two daughters that are three and five. Receiving the books from PJ Library has been instrumental to us in providing our children with a deeper sense of our culture, traditions, and religion. The girls look out for your envelopes, and we make it a habit to read them together before bed. Thank you for making such an amazing contribution to our life and the community.”*  
—PJ Parent

*“I want to thank you for enriching our lives as a family through the years with your generous PJ Library program . . . I thought you should know how our lives have been transformed and blessed by you.”* —PJ Parent

*“Thanks for your generous donations of Voices & Visions posters to our Jewish religious support efforts here in Afghanistan . . . Our first Shabbat service here [included] the posters adorning the walls of our otherwise very sparse chapel.”—United States Military Chaplain*

The messages we receive affirm the meaning we create together through the work of the Foundation. Together, we’re enhancing Jewish life moments – making them more joyous, more significant, and more engaged with our history.

# meaning

From the thought-provoking illustration of a Voices & Visions poster to the transformational power of a Life & Legacy gift, from a life-changing Jewish summer camp experience to the enchanting story in a PJ Library book, we’re striving to build a better, bigger global community.

Each testimonial tells us that we’re strengthening the bonds between us.

What a privilege, and what a pleasure to join you on this journey.



Winnie Sandler Grinspoon



# harold grinspoon foundation

There's so much **joy** in being Jewish.

We feel it strongest during those **experiences** that shape our lives. It's in the giggles shared in the bunk of a sleepaway camp and the **lifelong friendships** made around the campfire.

We felt it when we were kids in warm storytime snuggles. And now it overcomes us as parents when we share those same stories with our children.

The Harold Grinspoon Foundation (HGF) offers programs that create opportunities to connect with Judaism and the Jewish community at key life moments. Everything we do is in partnership, and we leverage our philanthropy to encourage others to invest in Jewish life.



# connections

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|                                                    | <b>ACTUAL</b><br>2013-2014 | <b>ACTUAL</b><br>2014-2015 | <b>ACTUAL</b><br>2015-2016 | <b>CUMULATIVE</b><br>1993-2016 |
|----------------------------------------------------|----------------------------|----------------------------|----------------------------|--------------------------------|
| PJ Library® North America and International*       | \$6,771,000                | \$6,473,000                | \$7,545,000                | \$41,460,000                   |
| Sifriyat Pijama® and Keren Grinspoon Israel (KGI)* | \$1,692,000                | \$1,717,000                | \$2,364,000                | \$12,689,000                   |
| JCamp 180™                                         | \$2,400,000                | \$2,408,000                | \$2,050,000                | \$31,238,000                   |
| Voices & Visions®                                  | \$354,000                  | \$484,000                  | \$422,000                  | \$2,754,000                    |
| Life & Legacy™                                     | \$739,000                  | \$2,083,000                | \$3,021,000                | \$5,979,000                    |
| Western Massachusetts Programs and Grants          | \$1,814,000                | \$1,672,000                | \$1,584,000                | \$46,015,000                   |
| National, International, and Israel Grants         | \$519,000                  | \$272,000                  | \$242,000                  | \$31,181,000                   |
| Other Programs and Administration                  | \$3,215,000                | \$3,787,000                | \$898,000                  | \$20,769,000                   |
| <b>TOTAL HGF INVESTMENT</b>                        | <b>\$17,504,000</b>        | <b>\$18,896,000</b>        | <b>\$18,126,000</b>        | <b>\$192,085,000</b>           |

HGF fiscal year ends on August 31.

\*Represents HGF's investment. See program pages 9 and 11 for total program expenses.



# pj library

It's well past bedtime when a sleepy father finishes that night's story. He closes the PJ Library® book and reaches for the light. "No!" his daughter cries. "Again! Again! **Read it again!**"

The magic of books – the **power** of a great book – is a story we've all heard before.

Some stories never get old.

PJ Library shares the gift of Judaism with families around the world through children's books.

PJ Library stories connect the global Jewish community and provide opportunities for parents and children alike to celebrate Jewish traditions, values, and culture.

We're grateful to the many partners whose generous contributions make PJ Library possible, including local Jewish Federations, thousands of individual and family donors, JCCs, and the PJ Library Alliance. Thanks to a growing community of sponsors, HGF continues to create more opportunities for families to come together through PJ Library:

- PJ Library has widened its reach in North America and around the world. It's now available for eligible families in nearly every community in the United

States and Canada. There are also PJ Library programs in Australia, Latin America and Mexico, Russia, Singapore, and the United Kingdom.

- PJ Our Way™, a program for kids ages nine through eleven, expands the experience of PJ Library. Young people choose their own books and participate in safe, moderated online activities.
- PJ Library partners offer more than 2,000 engagement events a year where families – whether celebrating a holiday through crafts and stories, hosting a Shabbat dinner for the community, or helping those in need – bring topics from the books to life.



# traditions



PROGRAM COSTS

|                               | ACTUAL<br>2013-2014 | ACTUAL<br>2014-2015 | ACTUAL<br>2015-2016 | CUMULATIVE<br>2005-2016 |
|-------------------------------|---------------------|---------------------|---------------------|-------------------------|
| <b>EXPENSES</b>               |                     |                     |                     |                         |
| Program Expenses              | \$10,511,000        | \$11,445,000        | \$14,684,000        | \$68,449,000            |
| Grants to Partner Communities | \$771,000           | \$1,682,000         | \$2,840,000         | \$11,777,000            |
| <b>TOTAL EXPENSES</b>         | <b>\$11,282,000</b> | <b>\$13,127,000</b> | <b>\$17,524,000</b> | <b>\$80,226,000</b>     |
| <b>INCOME</b>                 |                     |                     |                     |                         |
| Partner Support*              | \$4,511,000         | \$6,654,000         | \$9,979,000         | \$38,766,000            |
| <b>TOTAL HGF INVESTMENT</b>   | <b>\$6,771,000</b>  | <b>\$6,473,000</b>  | <b>\$7,545,000</b>  | <b>\$41,460,000</b>     |

\*Includes funding from local partners (Jewish Federations, JCCs, thousands of individual and family donors) and the PJ Library Alliance.

## PJ LIBRARY ALLIANCE

Partners as of March 15, 2017, committed to the growth and expansion of PJ Library

Harold Grinspoon Foundation  
William Davidson Foundation

\$5+ Million

The Marcus Foundation, Inc.

\$3-5 Million

Anonymous (2)  
Carl & Joann Bianco  
William & Audrey Farber Philanthropic Fund  
Diane & Guilford Glazer/Jewish Community Foundation of Los Angeles  
Jim Joseph Foundation  
Howard & Geraldine Polinger Family Foundation  
Susser Family Trust  
Walter, Arnee, Sarah & Aaron Winshall

\$1-3 Million

## BOOKS DELIVERED EACH MONTH

PJ LIBRARY NORTH AMERICA

**157,654**

PJ LIBRARY INTERNATIONAL

**9,964**

PJ OUR WAY

**6,672**



## sifriyat pijama & israel programs

When the box arrives by courier to their preschool, children in Israel **recognize** the familiar Sifriyat Pijama® (Hebrew for Pajama Library) logo on the outside and clamor for their teacher to **open the box** and give a book to each child.

They know the teacher will read the month's selection to them several times, and they will put on a play about it, or create an art project, and talk about the Jewish values and content – and then the children will take home a personal copy to share with their families.

By collaborating with the Ministry of Education and philanthropic partners, Sifriyat Pijama and Maktabat al-Fanoos (Lantern Library), its companion program in Arabic that receives additional support from Price Philanthropies Foundation, reach nearly all of Israeli children in public preschools, encouraging a love of books and discussion of values and heritage.



love of reading

**ACTUAL**                      **ACTUAL**                      **ACTUAL**                      **CUMULATIVE**  
 2013-2014                      2014-2015                      2015 -2016                      2008-2016

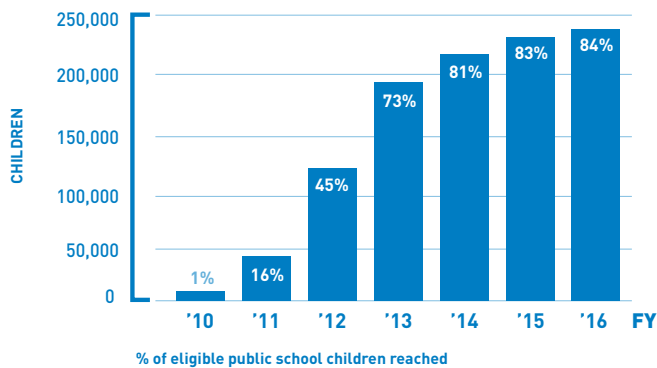
| <b>EXPENSES</b>                                                                 |                    |                    |                    |                       |
|---------------------------------------------------------------------------------|--------------------|--------------------|--------------------|-----------------------|
| Program Expenses                                                                | \$4,651,000        | \$5,183,000        | \$5,760,000        | \$27,289,000          |
| <b>INCOME</b>                                                                   |                    |                    |                    |                       |
| The Israel Ministry of Education                                                | \$1,750,000        | \$2,269,000        | \$1,829,000        | \$9,215,000           |
| Philanthropic Partners                                                          | \$603,000          | \$498,000          | \$732,000          | \$2,935,000           |
| Payments from communities not eligible for Israel Ministry of Education funding | \$606,000          | \$699,000          | \$835,000          | \$2,450,000           |
| <b>TOTAL KGI INVESTMENT*</b>                                                    | <b>\$1,692,000</b> | <b>\$1,717,000</b> | <b>\$2,364,000</b> | <b>\$12,689,000**</b> |

\*Funded through Keren Grinspoon Israel.

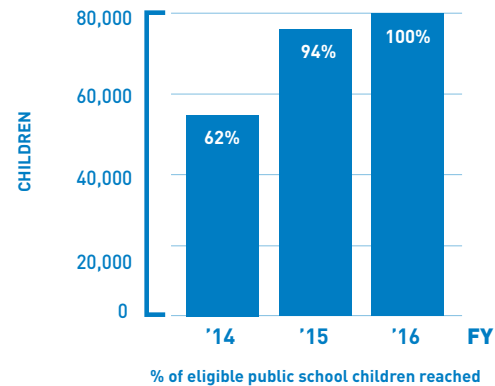
\*\*Includes HGF funding of Sifriyat Pijama before the formation of KGI.

## CHILDREN RECEIVING BOOKS

Sifriyat Pijama



Maktabat al-Fanoos



## jcamp 180

The **memories** we make at summer camp last a lifetime. But we can forget how those moments – a hike through the woods or a pep talk from a concerned counselor – are steps in the long **journey** of becoming our **best selves**.

JCamp 180™ provides for Jewish camps what these camps offer young people – the resources to learn, grow, and be great.

JCamp 180 helps Jewish camps reach their own unique definition of success through mentorship, specialized training programs, and challenge grants. These efforts thrive on the spirit of partnership and the power of leveraged philanthropy that drive all HGF programs.

Areas of support – board development, governance, strategic planning, and fundraising – don't mean a whole lot to young campers. But a terrific camp experience? That means everything.



|                                     | ACTUAL<br>2013-2014 | ACTUAL<br>2014-2015 | ACTUAL<br>2015-2016 | CUMULATIVE<br>2004-2016 |
|-------------------------------------|---------------------|---------------------|---------------------|-------------------------|
| <b>EXPENSES</b>                     |                     |                     |                     |                         |
| Program Expenses                    | \$1,192,000         | \$1,321,000         | \$1,411,000         | \$15,204,000            |
| Legacy and Matching Grants to Camps | \$1,208,000         | \$1,087,000         | \$639,000           | \$16,034,000            |
| <b>TOTAL HGF INVESTMENT</b>         | <b>\$2,400,000</b>  | <b>\$2,408,000</b>  | <b>\$2,050,000</b>  | <b>\$31,238,000</b>     |

JCamp 180 Legacy and Matching Grants have raised an estimated **\$160 Million** for Jewish Camps

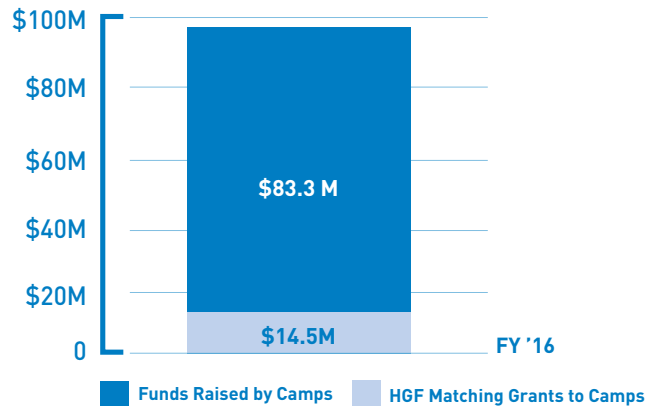
JCAMP 180 LEGACY GRANTS

**1:64**

Every **\$1** that HGF has invested in Camp Legacy incentive grants has led to communities raising **\$64** resulting in more than **\$78 million** for Camp Legacy

JCAMP 180 MATCHING GRANTS

Cumulative



## voices & visions

**Imagine** the Jewish journey as an art gallery – walls lined with paintings depicting the **stories** that have made us who we are. Moses on Mount Sinai. The Maccabees rededicating the Temple in Jerusalem. A **family** sitting down for Shabbat dinner in the American suburbs.

This art gallery could stretch forever. It could be endless.

But Judaism has also given us a rich tradition of thought: ideas that inspire, values that instruct, and questions that challenge us and push us forward. How do you illustrate the great ideas and meaning gleaned from Jewish history?

Voices & Visions® posters elicit the power of art to visually interpret the words of great Jewish thinkers and to create opportunities for contemplation and conversation. The **Proudly Jewish** series conveys Judaism's core values regarding relationship building and living a life filled with purpose.



# inspiration

|                             | ACTUAL<br>2013-2014 | ACTUAL<br>2014-2015 | ACTUAL<br>2015-2016 | CUMULATIVE<br>2010-2016 |
|-----------------------------|---------------------|---------------------|---------------------|-------------------------|
| <b>EXPENSES</b>             |                     |                     |                     |                         |
| Program Expenses            | \$354,000           | \$484,000           | \$422,000           | \$2,754,000             |
| <b>TOTAL HGF INVESTMENT</b> | <b>\$354,000</b>    | <b>\$484,000</b>    | <b>\$422,000</b>    | <b>\$2,754,000</b>      |

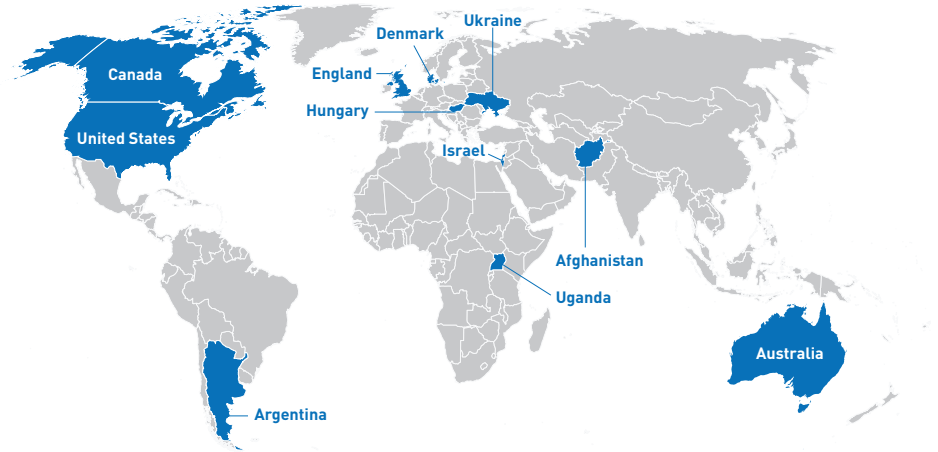
IN JUST SIX YEARS VOICES & VISIONS HAS CREATED AND GIFTED POSTERS TO

PARTICIPATING COMMUNITIES

**3,000**

POSTERS FOR ENGAGEMENT PROGRAMS

**221,400**



## life & legacy

The **vibrancy** of Jewish life around the world is a testament to those who came before us. Every noisy chorus of Purim groggers, every senior cared for, and every basketball game at a Jewish community center delivers a message passed on for thousands of years: **“Let’s build community that lasts.”**

Life & Legacy™ provides individuals and families the opportunity to contribute to the durability and vitality of Jewish traditions through after-lifetime gifts that sustain impactful programs, services, and organizations.

Life & Legacy trains partner organizations to tap into today’s unprecedented transfer of generational wealth. Through motivating support and financial incentives, Jewish organizations are securing meaningful gifts, stewarding donors, and integrating legacy giving into their philanthropic culture. These partnerships have secured significant endowment funds, securing a strong Jewish future for the next generation.





PROGRAM COSTS

|                             | ACTUAL<br>2013-2014 | ACTUAL<br>2014-2015 | ACTUAL<br>2015-2016 | CUMULATIVE<br>2006-2016 |
|-----------------------------|---------------------|---------------------|---------------------|-------------------------|
| <b>EXPENSES</b>             |                     |                     |                     |                         |
| Program Expenses            | \$292,000           | \$415,000           | \$632,000           | \$1,339,000             |
| Incentive Grants            | \$447,000           | \$1,668,000         | \$2,389,000         | \$4,640,000             |
| <b>TOTAL HGF INVESTMENT</b> | <b>\$739,000</b>    | <b>\$2,083,000</b>  | <b>\$3,021,000</b>  | <b>\$5,979,000</b>      |

LIFE & LEGACY HAS GENERATED

PARTICIPATING COMMUNITIES

**43**

HGF GRANTS TO COMMUNITIES

**\$4.6M**

PARTICIPATING ORGANIZATIONS

**391**

LEGACY COMMITMENTS

**11,147**

ESTIMATED VALUE OF LEGACY COMMITMENTS

**\$29M**

2013

**\$436M**

2016



## western massachusetts

A group of kids huddle around a book at a Jewish day school and soak in the story of the Maccabees. A teacher burns the midnight oil planning a lesson on the **meaning** of Passover. Parents **cheer** from the sidelines of a frenetic soccer match at a Jewish community center.

This is our community.

At HGF, we believe that philanthropy starts at home. That's why we invest in the Western Massachusetts region, where people experience Judaism in many wonderful ways – through daily work and as volunteers, in large events and small gatherings, in study and at play. Our programs are as diverse as Jewish life in the region is rich.

Tuition incentive programs bring the cost of a Jewish day school education within reach for many families. Grants encourage teens' participation in Jewish youth activities, trips to Israel, and educational programming. Support for educators includes direct grants to educational institutions and awards that honor teachers.



|                             | ACTUAL<br>2013-2014 | ACTUAL<br>2014-2015 | ACTUAL<br>2015-2016 | CUMULATIVE<br>1993-2016 |
|-----------------------------|---------------------|---------------------|---------------------|-------------------------|
| <b>EXPENSES</b>             |                     |                     |                     |                         |
| Program Expenses            | \$356,000           | \$225,000           | \$73,000            | \$16,503,000            |
| Grants                      | \$1,458,000         | \$1,447,000         | \$1,511,000         | \$29,512,000            |
| <b>TOTAL HGF INVESTMENT</b> | <b>\$1,814,000</b>  | <b>\$1,672,000</b>  | <b>\$1,584,000</b>  | <b>\$46,015,000</b>     |

## CUMULATIVE INVESTMENT

DAY SCHOOLS & EDUCATION

**\$24.9M**

YOUTH, FAMILY, AND COMMUNITY

**\$21.1M**

FAMILIES RECEIVING GRANTS

**1,760**

GRANTS AWARDED

**9,500**



**T R U S T E E S**

Alex Berger

Jason Glasgow

Harold Grinspoon

Winnie Sandler Grinspoon

Rabbi Elie Kaunfer

Jeremy Pava

Lauren Spitz

Diane Troderman

Leigh Weiss



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