

IMPACT REPORT

JULY 2020 - JUNE 2021

2020/2021 was a pivotal year for TOP Jewish Foundation (formerly known as Tampa Orlando Pinellas Jewish Foundation) for many reasons. We are proud to present our Impact Report to our valued stakeholders, including donors, beneficiaries and institutional partners. We appreciate all that everyone does to further our mission to secure the future of our community. Despite living in the throes of a Pandemic, our constituents have proactively addressed the multitude of needs of nonprofits utilizing TOP to ensure the current and long-term strength of our communities.

Amidst a very unusual time in our economy and markets, TOP celebrated its 40th anniversary delivering strong financial results while maintaining our core values including our anti-terror and pro-Israel investment policy.

At the onset of the 2020/2021 fiscal year, we adopted a new governance model with the eye toward better serving current donors as well as new donors in communities where no Jewish Community Foundation currently exists. Our new model enables us to continue to have representation from our founding communities: Tampa, Orlando and Pinellas as well as our newer TOP communities such as Naples and Fort Myers. We have also adopted policies and procedures to enable us to accept certain donations of private company equity, real estate and other appreciated assets to better assist our donors in capturing the tax benefits of donating appreciated assets at the time of sale or before a liquidity event.

This report highlights the importance of TOP's participation in the Jewish Future Pledge (JFP), a significant worldwide movement that calls upon all Jews to pledge half of their after lifetime planned charitable gifts to support Jewish causes or the State of Israel. We hope all our donors seriously consider joining us in taking the pledge, which will greatly help ensure a stronger Jewish future for our next generations.

As we look toward the end of the Pandemic and a bright future, we are carefully implementing a 3-year strategic plan focused on serving our individual and organizational donors as well as exploring creative philanthropic solutions to make significant impacts throughout our communities.

Respectfully,

Rochelle Friedman Walk
Board Chair

Ellen Weiss
Executive Director

Ellen Weiss, Executive Director
Beth Levin, Director of Philanthropy
Maurice Hart, Controller
Carrah Simkins, Development Associate

 **TOP Jewish
Foundation**

We make giving easier.

MISSION

To secure the future of our community by using Jewish-inspired values, innovative philanthropy, and extraordinary service.

VISION

A vibrant, thriving Jewish community - today and tomorrow.

VALUES

Collaboration
Community
Creativity
Excellence
Stewardship
Trust

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THE JEWISH FUTURE PLEDGE

The Jewish Future Pledge is a worldwide movement working to ensure that vibrant Jewish life continues for generations to come.

The Pledge is a moral obligation; it is not a fundraiser.

It calls on all Jews to pledge that half or more of the charitable giving in their will/estate plan will support the Jewish people and/or the State of Israel.

A commitment to the Jewish people

Whether you're leaving \$10 or \$10 million to charity in your will, you can be a part of securing the Jewish future for generations to come. Your signature sends a powerful message to family, friends, and future generations about the importance of sustaining the Jewish people.

The Jewish Future Pledge includes three steps: **Sign it. Seal it. Share it.** Individuals and families commit to the pledge, legalize it in their will, and then tell their family and friends what the pledge means to them and why it reflects their values. Having the conversations that matter, writing legacy letters and ethical wills ensure that your values are preserved for future generations.

TOP is proud to participate in this initiative, along with the following Jewish communities:



The Jewish Federation
OF FLORIDA'S GULF COAST

"Hillel famously said, 'If I am not for myself, who will be for me? But, if I am only for myself, what am I? And if not now, when?' I am participating in the Jewish Future Pledge because I believe in the future of Judaism and the Jewish People. I want to ensure that Jewish life and culture exists for my daughter, and my descendants for years and years into the future. By continuing to give to Jewish charities and causes past my time on this earth, I am for myself and also for others. The future is now."

-Maxine S. Kaufman, Executive Director
Jewish Federation of Florida's Gulf Coast



Jewish Federation
OF GREATER ORLANDO

"I love the Jewish community and want to do all I can to make a difference and have an impact on its future."

-Danielle Krise, Vice President
Jewish Federation of Greater Orlando



Jewish Federation
OF GREATER NAPLES

"The Jewish Federation Of Greater Naples has been taking great steps to continue our vital and vibrant future. We are about to build the Nina Iser Jewish Cultural Center which will become the central location for the Jewish community of Greater Naples. By participating in the Jewish Future Pledge program, we will be able to ensure the continuity of vitality for this community."

-Jeffrey Feld, Executive Director
The Jewish Federation of Greater Naples



Tampa
JEWISH COMMUNITY CENTERS
& FEDERATION

"The continuity and sustainability of Jewish organizations, agencies, schools and synagogues are essential to our children, grandchildren, and future generations of Jews; and one way our generation can help assure that permanence is through legacy gifts that support such Jewish associations. The Jewish Future Pledge gives each of us an opportunity to commit to that important objective."

-Jeffrey Berger, President
Tampa JCCs & Federation



"The Pledge is what the Jewish future of our community is all about."

-Alan Isaacs, Executive Director
The Jewish Federation of
Lee & Charlotte Counties

WE'VE TAKEN THE PLEDGE



"Jewish continuity needs the resources to provide for the education, spiritual fulfillment, and security of our people."

- DAVID A. GEMUNDER, TAMPA, FL

"We believe that each generation of Jews has both the blessing and the responsibility of doing its part to ensure the future of our people. Whether it was through



our congregations, Jewish summer camps, BBYO, trips to Israel, or volunteering at the Jewish Federation, our Jewish experiences have profoundly shaped both of us.

We took the Jewish Future Pledge and created an estate plan that will support the organizations that have impacted us, our daughters and our community."

- JOEL & SUSAN PITTELMAN, NAPLES, FL



"We were raised to understand that Tzedaka is not just donating money, but doing so in a way that helps others to help themselves; we like to provide funds and our time to

organizations that seek to improve the well-being of people in our community and Israel. When it is our time to leave a legacy, we want our current philosophy on giving to continue with our children and grand children."

- STEVEN & ROCHELLE FRIEDMAN WALK, TAMPA, FL



"We are very concerned the next generation does not have the same commitment to Jewish causes as we do. We are going to use this as a family venture to turn the tide."

- SUSAN AND ALAN SCHWARTZ, CLEARWATER, FL

"Both Alison's and my family have been active donors for many years with a focus on various Jewish causes. The Jewish Future Pledge aligns with our family's philanthropic ideals and we are delighted to take The Pledge!"

- CRAIG & ALISON POLEJES, WINTER PARK, FL



"We have an obligation to assure that our Jewish heritage continues after we're gone. The Pledge is a good way to remind ourselves and others of the importance of assuring that our Jewish institutions are properly supported for the future."

- ANITA AND ED MARKS, OLDSMAR, FL

"I grew up in a small town in upstate New York. The deepest connection I had to my Jewish roots were the summers I spent at Jewish camps. I loved camp. When I married and moved to Richmond VA, I was introduced to a very active Jewish community. My in-laws were leaders in that community and I was able to become involved in many different

organizations including my temple, the JCC, Jewish Family Services, and The Jewish Federation of Richmond. It is vital for each of us to ensure that future generations will be able to live and worship in any manner that is comfortable to them. Whether we have limited means or greater needs each of us can enable Jewish organizations to continue to exist and thrive."

- KARIN FINE, FORT MYERS, FL



TAKE THE PLEDGE

<https://jewishfuturepledge.org/TOP/>

THE YEAR BY THE NUMBERS

ASSETS UNDER MANAGEMENT

\$66.4 M

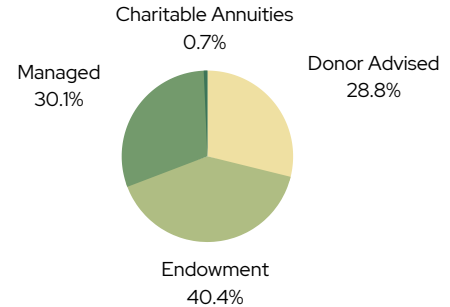
Total assets increased by approximately \$767,000 over the previous year-end. Most assets are held in the actively managed balanced pool, invested with Goldman Sachs, which had a target asset allocation of 55% equities and 45% fixed income during the 2020/2021 fiscal year.

FUNDS

TOTAL: 706

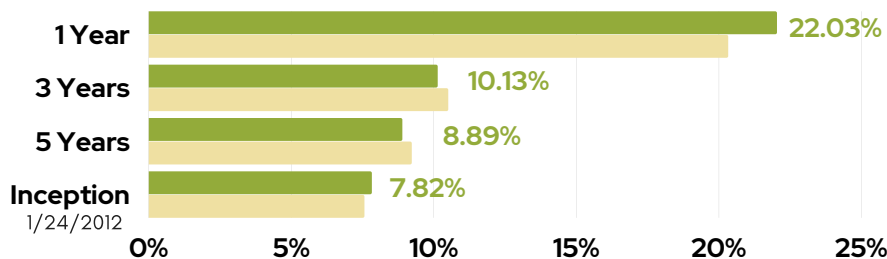
NEW: 30

TOTAL FUNDS BY ASSETS



INVESTMENT PERFORMANCE

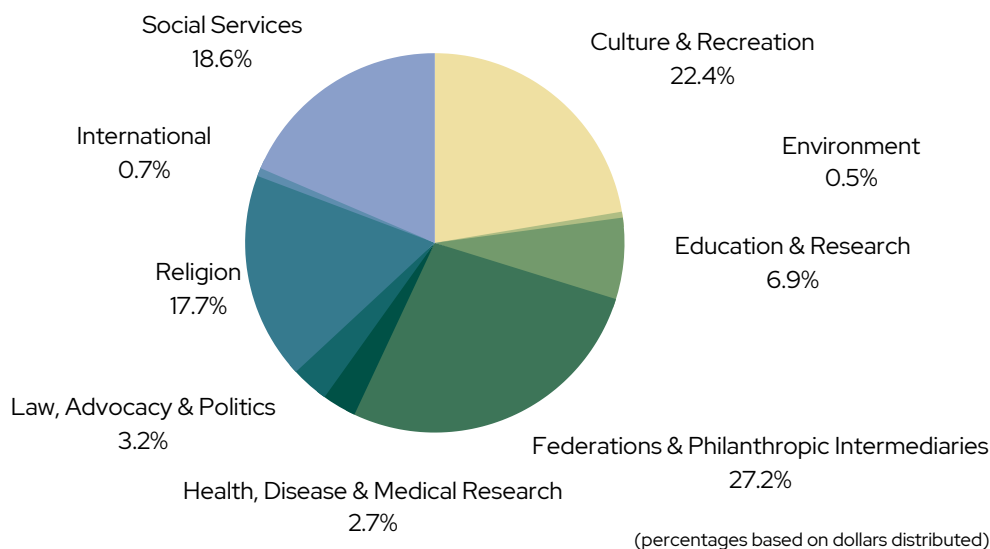
Balanced Pool as of 6/30/2021



Performance shown reflects the balanced investment pool, net of fees
Benchmark: 55% MSCI ACW, 45% Bloomberg Barclays Capital US Int Government/Credits

GRANTS

OVER 2,100 GRANTS TOTALING \$8.7 MILLION WERE DISTRIBUTED TO NONPROFITS



Grants are distributed from donor advised funds and endowment funds, allowing TOP to provide sustaining support for both current and long-term needs of a wide variety of Jewish and non-Jewish organizations.

75% WENT TO JEWISH CAUSES

88% DISTRIBUTED TO LOCAL FLORIDA NONPROFITS

2021-2022 BOARD OF TRUSTEES

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