

*Lily Gengo*  
MARKETING  
PORTFOLIO



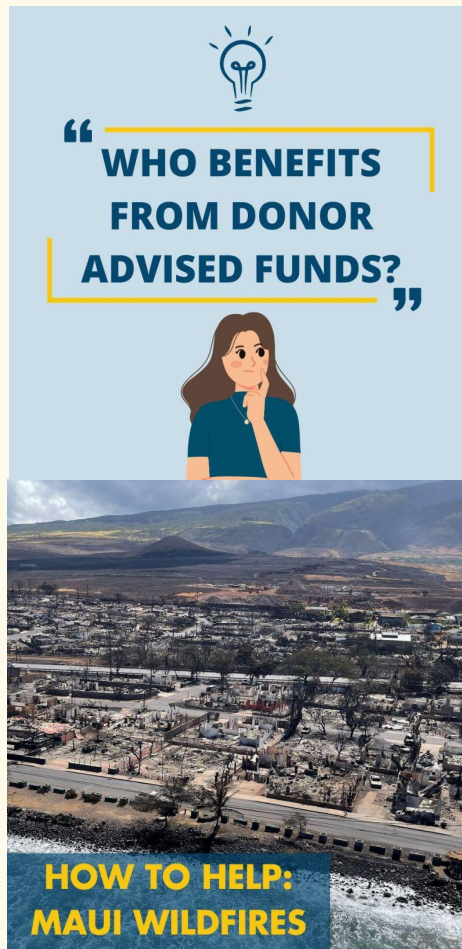
# Social Media Management

# SOCIAL MEDIA MANAGEMENT

CLIENT: Jewish Community Foundation of Los Angeles

I managed the foundation's social accounts, which involved devising our strategy, crafting and designing posts, and scheduling them. Below are links to some of the social posts I created:

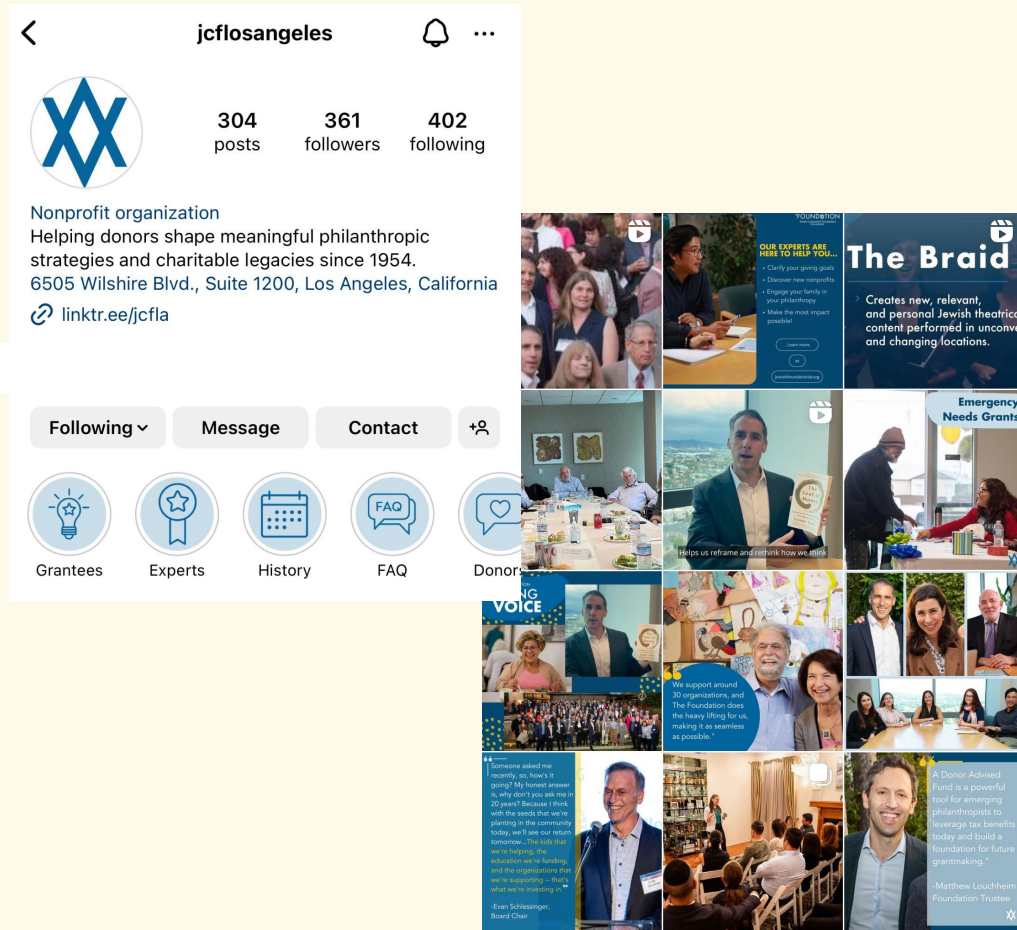
- Grantee Feature: ETTA Video
  - Goal was to highlight a recent grant recipient through visual storytelling.
- Event Recap: Talk with NYT Financial Columnist Ron Lieber
  - Goal was to highlight one of the primary benefits to foundation donors: exclusive events with high-profile guests.
- Feature Friday: Heidi Monkarsh
  - Goals were to highlight our board members, emphasize the benefits of having a fund, and offer social proof through endorsements from influential individuals.



CLIENT: Jewish Community Foundation of Los Angeles

- Ensure our profile aligned with our brand identity.
- Increase engagement and follower growth organically.
- Develop a content strategy tailored to our target audience.

By focusing on these objectives, we aimed to effectively leverage Instagram as a valuable tool for brand promotion and audience engagement.



# Giving Tuesday Social Campaign

CLIENT: Operation Progress

The objective for this project was to fundraise \$5,000 within a single day for our college access program. To achieve this, I crafted a campaign strategy focused on showcasing the profound, long-term impact of our program on the youth it serves. For instance, I spotlighted success stories such as Jordan, who gained the assurance of attending college through our program. Leveraging a combination of social media posts and targeted email outreach, our campaign surpassed expectations, surpassing the fundraising goal within a remarkable time frame of fewer than 12 hours.



**Support  
OP Scholars  
for  
#GivingTuesdayNow**

"I am more challenged  
and have more things to  
do after school with OP.  
And now, I will be the first  
person to graduate college  
in my family."

—Jordan C.  
OP Scholar, 7th Grade

**operationprogressla** Jordan knows he's going to college.

Above all else, we want OP Scholars to believe in themselves and know they're capable of achieving anything they put their minds to. When a problem proves difficult, instead of saying, "I can't," we urge them to say, "I can."

We've raised 72% percent of our **#GivingTuesdayNow** goal with just under six hours left of the day. Can you help get us closer to providing our services with little to no gaps through the COVID-19 pandemic and beyond? Link in our bio to help us get there! ❤️

🌟 **#operationprogressla**



# Giving Tuesday Social Campaign

CLIENT: Operation Progress



## Support OP Scholars for #GivingTuesdayNow

“Next spring, we  
will have one  
more college  
graduate straight  
outta Watts.”



-Jennifer A.  
Op Scholar  
Rising Senior at BC

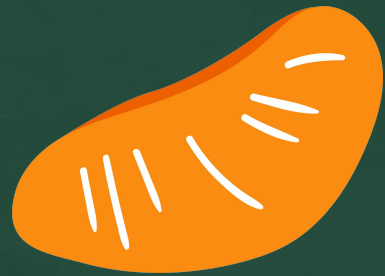


## Support OP Scholars for #GivingTuesdayNow

“People try and place limits  
on kids like me about how far  
we can go, especially in my  
community. But in OP, you  
create your own floor and  
own ceiling.”

-Meah W.  
OP Scholar, 12th Grade





# Website Management

# WEBSITE DESIGN PROJECT

CLIENT: JEWISH COMMUNITY  
FOUNDATION OF LOS ANGELES

This project aimed to improve the website's overall design cohesiveness. Initially, I noticed various design inconsistencies that hindered user-friendliness. My goal was to unify the design, modernize it, and ensure it was user-friendly across different devices.

## Donating Complex Assets

The Foundation will gladly consider donations of complex assets, which often make highly tax-effective charitable gifts but may take months of planning. If you're interested in donating complex assets, please contact us. We would be happy to learn about your situation and discuss how to best meet your needs.

### What are complex assets?

"Complex assets" refers to assets other than cash or publicly-traded securities. When these types of assets are transferred to a **Donor Advised Fund** at The Foundation, they can be sold without incurring capital gains taxes and you are eligible to receive an immediate tax deduction for their full value. The proceeds may be distributed as grants to charities you recommend on your timeline—an arrangement that benefits you as well as the worthy causes you care about.



### What types of complex assets does The Foundation accept?\*

#### Real Estate

Residential, commercial, and undeveloped land; partial interest in real estate, and promissory notes

#### Stock

Closely held, restricted, and pre-IPO stock

#### Business interests

Including partnerships and interests in LLCs

#### Royalties and distribution rights

#### Select virtual currency

#### Insurance



### What are the benefits of giving complex assets?

When complex assets are transferred to a **Donor Advised Fund** before they are sold, the donor generally does not incur capital gains taxes. And because The Foundation is a public charity, you will receive the maximum tax deduction allowed by law for your donation. As complex assets are often the most highly appreciated assets, they usually result in the most significant gifts.

From an estate planning perspective, donating complex assets can simplify your estate and reduce or eliminate estate taxes.

## Donor Advised Funds

A Donor Advised Fund – one of the fastest-growing giving tools in the country – is an ideal way to simplify your charitable giving, gain immediate tax deductions, and easily support causes you care about – all on your own timeframe. With a Donor Advised Fund at The Foundation, you will join a large family of over 1,400 dedicated philanthropists and amplify your charitable impact.



### Here's How it Works



- Start with a simple letter of agreement and a contribution of \$5,000 or more in cash, securities, and other assets.
- Contact our **Center for Designed Philanthropy** team, who will identify outstanding programs and organizations that address causes you're passionate about.
- Enjoy 24/7 online access to your fund and recommend grants of \$100 or more through our online donor services portal.
- Tax receipts for online donations are sent immediately via email and PDF.
- Explore our **investment options** for a balance of \$50,000 or more.

### Top 5 Reasons to Open a Donor Advised Fund (DAF)

These are just five of the many reasons why Donor Advised Funds are rapidly growing in popularity among people who are passionate about charitable giving and want to make a lasting difference.

#### 1 Convenience

2 Grantmaking expertise

3 Maximum tax advantage\*

4 Modest cost, extra impact

5 DAF vs. private family foundation

Conduct all of your charitable giving through one centralized fund dedicated entirely to your philanthropic pursuits. Through our secure and confidential **Donor Services Online** portal, you can recommend an unlimited number of grant distributions (minimum \$100) from your DAF, 24/7.

\*The Foundation does not provide legal or tax advice. Please consult your professional advisor.

[Read Donor Testimonials](#)



# WEBSITE DESIGN PROJECT

CLIENT: JEWISH COMMUNITY FOUNDATION OF LOS ANGELES

## Ways to Pay Tribute



Giving back is a profound way to remember and appreciate what connects us to our heritage, our community, and future generations. Whether you seek to commemorate a beloved family member, honor a cherished friend, or celebrate a joyous occasion, our philanthropic options accommodate a wide array of heartfelt intentions.

To speak to an expert about any of the options below, call 313.761.8750 or visit [development@jewishfoundationla.org](mailto:development@jewishfoundationla.org)

### Endowments

An *Endowment Fund* is designed to provide support in perpetuity, ensuring that the honoree's legacy lives on through annual contributions to their favorite cause. Each year, a certain percentage of the assets will be distributed to your chosen charities while the principal remains intact for future generations.

An endowment is a wonderful way to honor someone forever.



### Donor Advised Funds

A *Donor Advised Fund (DAF)* offers a versatile and effective way to honor a special person or commemorate a significant life event through philanthropy.

1

#### Dedicate Your Donor Advised Fund

Establish a charitable fund in the name of the person you wish to honor, be it a family member, friend, or mentor. With a DAF in dedication to someone, you can support charitable causes that hold personal significance to the honoree.

2

#### Involve Your Friends and Family

A *Tribute Fund* enables you to support charitable causes that hold personal significance to the honoree or align with their cherished values. It also allows family members, friends, or your community to contribute to the fund. This collective effort fosters a sense of unity and shared purpose, amplifying the impact of the tribute.

- Memorialize loved ones upon their passing
- Celebrate milestones like a birthday, wedding, anniversary, and bar or bat mitzvah
- Recognize a professional accomplishment, like a retirement

## Endowments

An *Endowment Fund* is a charitable fund created to provide ongoing support to one or more of your chosen charities or causes. You can also use an *Endowment Fund* to create a *Tribute Fund*. You can also fund an endowment through an *IRA Charitable Gift*.

Here's how it works:

- Sign an agreement to name your endowment.
- Select the grantees or interest areas that you want to support.
- Decide what to donate—\$25,000 minimum in cash, marketable securities, *IRA Charitable Distribution*, or other assets (accepted at The Foundation's discretion).
- Opt to donate now, later, or as a bequest or deferred gift.



DONATE  
cash • stocks • real estate  
\$25,000 minimum  
TAX DEDUCTION



CREATE  
an endowment fund



FOCUS  
philanthropic impact



INVEST  
in our common  
investment pool



SUPPORT  
charities in perpetuity

Once you fund your endowment, we will invest it in our Common Investment Pool. Four percent of the assets will be distributed annually to your charities, with 1% directed for administrative fees.

*Foundation experts* discuss the specifics of opening an endowment with The Foundation.



## Center for Designed Philanthropy



### What is the Center for Designed Philanthropy?

We're a team of philanthropic advisors with expertise in broad areas. When you open a Donor Advised Fund, you have complimentary access to our team. We will help you explore your interests and meet your giving goals.

We help develop meaningful giving strategies, assist multigenerational philanthropic families, and offer knowledge in areas of interest such as homelessness, social welfare, early childhood development, Israel, and engagement of all ages and stages in Jewish life. Our Center for Designed Philanthropy team oversees millions of grant dollars, meets with hundreds of nonprofits each year, and assists donors with funds of all sizes. Our approach is comprehensive, multi-faceted, and personalized.

To schedule a complimentary consultation, call 313.761.8750 or email the Center today.

### Meet Our Team



### What can the Center team do for you?



We can provide assistance with:

- Clarifying Your Giving Goals
- Exploring Great Nonprofits
- Engaging Your Family
- Connecting You to Like-Minded People
- Learning From Exclusive Educational Events

## WEBPAGE CREATION

CLIENT: JEWISH COMMUNITY  
FOUNDATION OF LOS ANGELES

While working at the Jewish Community Foundation, I developed six new webpages. One of these focused on addressing the increasing trend of complex asset donations, aiming to provide clarity on our approach in handling such transactions. Collaborating with both the development and legal teams, I spearheaded the creation of this webpage, along with a concise one-sheet for staff to utilize during client meetings.

## Donating Complex Assets

The Foundation will gladly consider donations of complex assets, which often make highly tax-effective charitable gifts but may take months of planning. If you're interested in donating complex assets, please contact us. We would be happy to learn about your situation and discuss how to best meet your needs.

### What are complex assets?

"Complex assets" refers to assets other than cash or publicly-traded securities. When these types of assets are transferred to a [Donor Advised Fund](#) at The Foundation, they can be sold without incurring capital gains taxes and you are eligible to receive an immediate tax deduction for their full value. The proceeds may be distributed as grants to charities you recommend on your timeline—an arrangement that benefits you as well as the worthy causes you care about.



# WEBPAGE CREATION

CLIENT: JEWISH COMMUNITY FOUNDATION OF LOS ANGELES

## What types of complex assets does The Foundation accept?\*



### Real Estate

(residential, commercial, and undeveloped land), partial interest in real estate, and promissory notes



### Stock

Closely held, restricted, and pre-IPO stock



### Business interests

including partnerships and interests in LLCs



### Royalties and distribution rights



### Select virtual currency



### Insurance



## What are the benefits of giving complex assets?

When complex assets are transferred to a [Donor Advised Fund](#) before they are sold, the donor generally does not incur capital gains taxes. And because The Foundation is a public charity, you will receive the maximum tax deduction allowed by law for your donation.\* As complex assets are often the most highly appreciated assets, they usually result in the most significant gifts.

From an estate planning perspective, donating complex assets can simplify your estate and reduce or eliminate estate taxes.

## What is the process of donating complex assets?

Step 1

Step 2

Step 3

Step 4

Step 5

Step 6

Step 7

### Contact Us

One of our experts will explain the different options available to you.

Donors who are new to The Foundation will need to set up a [Donor Advised Fund](#) in order to donate complex assets, which our team can assist you with.

To ensure we can accept your gift and allow sufficient time for the due diligence process (including gathering and reviewing applicable documents), please reach out at least several weeks before the anticipated date of the gift. All transfers are irrevocable once transfer documents are signed.

## Why is The Foundation the best partner for your complex assets donation?

For the past six decades, The Foundation has built an outstanding reputation in the community for collaborating with donors on solutions that meet their needs and make a meaningful impact. We have expertise in planning and facilitating illiquid charitable contributions that can help to streamline the transfer process.





# Email Marketing

## Giving Voice Newsletter

CLIENT: Jewish Community Foundation of Los Angeles

I created a newsletter titled *Giving Voice* to consolidate and streamline our communications. Previously, our audience received numerous separate emails covering various news items, leading to email overload. The goal was to provide a centralized platform for easy access to all news updates while reducing email frequency. Taking on the role of creative director, I conceptualized the newsletter, developed its content strategy, and curated the year's worth of content. *Giving Voice* consistently achieved an impressive average open rate of 50%.





# Giving Voice Newsletter

CLIENT: Jewish Community Foundation of Los Angeles

## Foundation Provides Emergency Needs Funding to Four Local Organizations

In 2022, The Foundation launched a grants pilot to provide emergency funds to individuals who can't afford critical living expenses. Grants were awarded to Jewish Family Service of LA, LA Family Housing, Tomchei LA, and Watts Labor Community Action Committee. With this funding, we were able to support more than 130 individuals with critical assistance last year.

This year, we continue to support these vital programs with increased funding. The four organizations will distribute emergency grants to individuals who need support with rent or hotel costs, utility bills, transportation assistance, medical services, essential household or baby supplies, grocery gift cards, and more.

Contact the Center for Designed Philanthropy today to learn more about these grants.



Jewish Family Service of Los Angeles



Los Angeles Family Housing

## Connect with our Experts on LinkedIn!

Our experts are thought leaders on all topics related to charitable giving. Connect with them on LinkedIn to tap into their knowledge, gain invaluable insights, and stay at the forefront of the ever-evolving world of giving.



**Rabbi Aaron Lerner**  
President & CEO



**Dan Rothblatt**  
Executive Vice President



**Deborah Johnston**  
Senior VP, Finance & Administration / CFO



**Natella Royzman**  
Vice President,  
Charitable Gift Planning



**Steve Gamer**  
Vice President, Advancement



**Naomi Strongin**  
Vice President, Center for  
Designed Philanthropy

Follow The Foundation on LinkedIn by [clicking here!](#)

## Email Marketing Messages

CLIENT: Jewish Community Foundation of Los Angeles

Below are some marketing messages I developed, which were either featured in *Giving Voice* or used as standalone pieces.

### Top 10 Reasons Working with The Foundation is Different...and Better

You have many choices when selecting where to open a charitable fund, but we believe we stand out in our field by collaborating with donors on solutions that meet their needs and improve our community. We strive to provide a customized, rewarding, and personal experience.

Read ten reasons why we feel our collaborative approach distinguishes us from all the rest.

[READ MORE](#)

### Give the Gift of Giving This Chanukah - Open a Donor Advised Fund for your Child or Grandchild

Make charitable giving a family affair this Chanukah by gifting a Donor Advised Fund to your child or grandchild. With a minimum contribution of \$5,000, you can equip your family members with a powerful giving tool that allows them to immediately make a difference in their community. We even have a "gift certificate" we can personalize for you to make the moment that much more special!



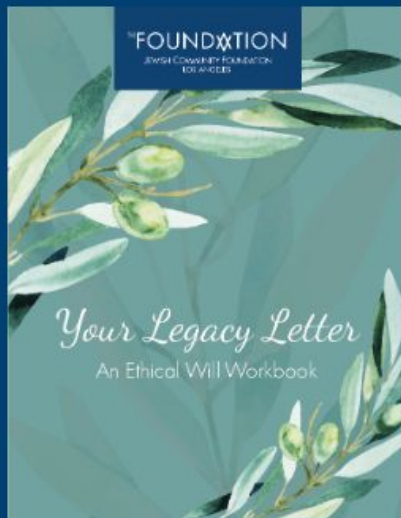
If you would like to learn more, email us at [development@jewishfoundationla.org](mailto:development@jewishfoundationla.org) or call us at 323.761.8704 today.

## Email Marketing Messages

CLIENT: Jewish Community Foundation of Los Angeles

### NEW! Your Legacy Letter -- An Ethical Will Workbook

We created a new resource for our donors -- one of the many benefits of having a fund at The Foundation. An ethical will, also known as a legacy letter, is an opportunity to preserve meaningful parts of your life and legacy and is usually written for the benefit of your loved ones. Our new workbook, *Your Legacy Letter: An Ethical Will Workbook*, is another complimentary tool for Foundation donors that offers 30 thought-provoking questions to help guide you in sharing your story and life experiences with your family.



### Prepare Your Estate Plan

Our Estate Planning Workbook is a useful for you to organize your financial information in preparation for meeting with your advisor.

Questions about estate planning? Our experts are well-versed in charitable estate planning and would be more than happy to discuss any questions or concerns you may have. Contact us today by phone at 323.761.8704 or by email.



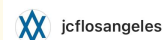
DOWNLOAD THE WORKBOOK



# Open Call for Grant Application Campaigns

CLIENT: Jewish Community Foundation of Los Angeles

Each year, we organized 2-3 open calls for organizations to apply for our grants. My role encompassed designing flyers, crafting marketing strategies, and meeting key performance indicators (KPIs) by promoting sign-ups for informational webinars linked with each call. To maintain consistency across campaigns, I opted for a unified theme of 'building together.' Each graphic depicted people collaborating to construct something meaningful, aligning directly with the foundation's core principle of repairing the world.



Attend our Cutting Edge Grants 2.0  
workshop on **April 26!**



The Jewish Community Foundation of Los Angeles Announces

## CUTTING EDGE GRANTS 2.0

Grant Opportunities of up to \$300,000 for  
Innovative Programs in the Los Angeles Jewish Community

Cutting Edge Grants 2.0 encourages forward-thinking organizations to apply for a grant to launch or grow innovative programs that will help build a vibrant and inclusive LA Jewish community, equipped to meet the emerging needs and opportunities of the future.

Grants of \$100,000 – \$300,000 will be awarded in Fall 2023.

Are you a creative leader  
or organization working  
to transform Jewish LA?

Apply for a  
Cutting Edge  
Grant 2.0!



To learn about eligibility criteria, areas of focus, and how to apply,  
attend our mandatory Grantseekers' Webinar on Wednesday, April 26, 2023.

Visit [www.jewishfoundationla.org/cutting-edge-grants](http://www.jewishfoundationla.org/cutting-edge-grants) for details and to register.

# Open Call for Grant Application Campaigns

CLIENT: Jewish Community Foundation of Los Angeles

## REIMAGINE JEWISH LOS ANGELES

Grant Opportunity of up to \$200,000

How is your organization  
reimagining, adapting,  
and evolving in 2021  
and beyond?

### Our new 2021 REIMAGINE GRANTS

will support Jewish nonprofit initiatives designed, developed, or adapted as a response to COVID-19 in one of the following areas:

1. Programs and Delivery Models
2. Professional Development, Leadership Development, and Wellness Programs
3. Partnerships

Learn about eligibility and how to apply by visiting [jewishfoundationla.org/reimagine](https://jewishfoundationla.org/reimagine) and register for our mandatory **Grantseekers' Webinar on Wednesday, April 7, 2021.**



Reimagine  
GRANTS

THE FOUNDATION  
JEWISH COMMUNITY FOUNDATION  
LOS ANGELES



jcflosangeles

...

## 2023 NEXT STAGE GRANTS GRANTSEEKERS' WORKSHOP

Learn more about applying for Next Stage Grants  
at our mandatory Grantseekers' Workshop

December 1, 2022  
10 AM PST



The Jewish Community Foundation of Los Angeles Announces

## CAPACITY BUILDING GRANT OPPORTUNITIES OF UP TO \$300,000

The call for 2023 Next Stage Grant  
proposals is out now!

Does your organization have a record of addressing important community needs, an ambitious capacity building project in mind, and the committed leadership to implement it? We encourage you to learn more about applying for a **Next Stage Grant!**

**Next Stage Grants** is a multiyear, highly competitive grant program intended to strengthen the internal and operational capacity of nonprofit partners and support a dynamic and thriving Los Angeles Jewish community. The opportunity includes:

- Up to \$300,000 in funding for significant capacity building projects
- A suite of support that includes working with a consultant, peer cohort learning opportunities, and more.



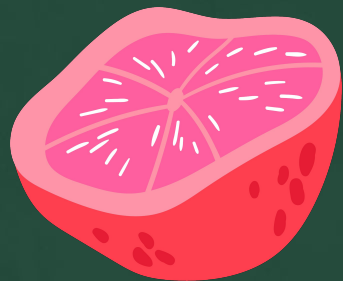
Please visit our [website](https://jewishfoundationla.org/nextstage) to learn about eligibility criteria and to register for our mandatory Grantseekers' Webinar taking place on **Thursday, December 1, 2022.**



Next Stage  
GRANTS

THE FOUNDATION  
JEWISH COMMUNITY FOUNDATION  
LOS ANGELES





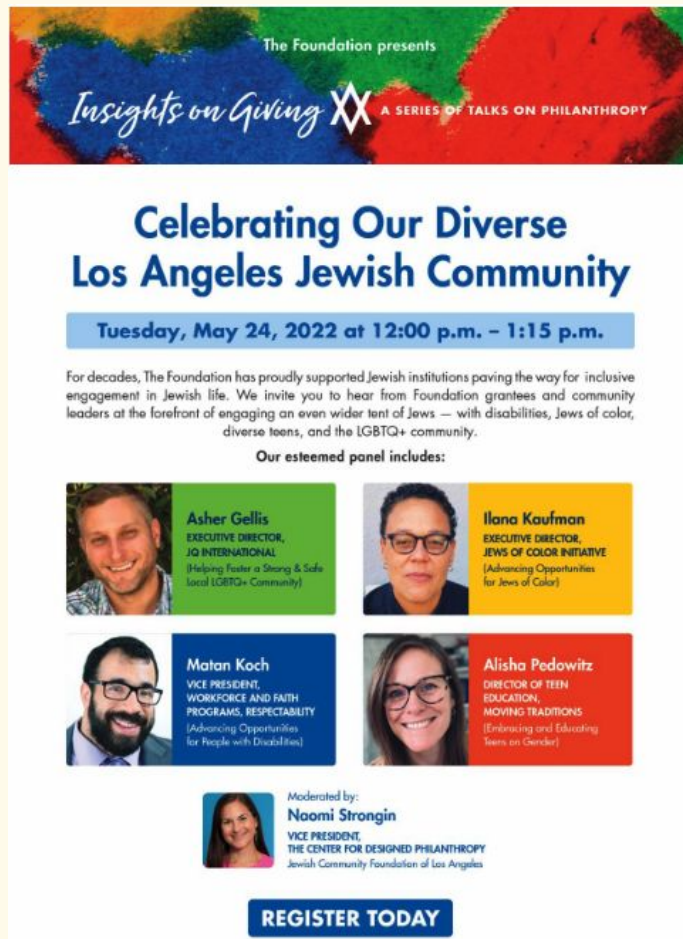
# Event Marketing

# FOUNDATION WEBINAR MARKETING

CLIENT: Jewish Community Foundation of Los Angeles

A significant aspect of my role involved promoting the diverse array of events we organized throughout the year, spanning both digital and in-person formats. To streamline our webinar offerings, I introduced an umbrella brand called "Insights on Giving," providing a recognizable platform for hosting all our digital events.

My duties included conceptualizing event titles, crafting copy, deciding design direction, and devising marketing strategies. Collaborating closely with a designer and cross-functional teams, I ensured seamless execution from inception to promotion. Notably, these events consistently surpassed attendance targets, reflecting the effectiveness of our branding and promotional strategies.






The Foundation presents  
*Insights on Giving* **XX** A SERIES OF TALKS ON PHILANTHROPY

## Celebrating Our Diverse Los Angeles Jewish Community

Tuesday, May 24, 2022 at 12:00 p.m. – 1:15 p.m.

For decades, The Foundation has proudly supported Jewish institutions paving the way for inclusive engagement in Jewish life. We invite you to hear from Foundation grantees and community leaders at the forefront of engaging an even wider tent of Jews — with disabilities, Jews of color, diverse teens, and the LGBTQ+ community.

Our esteemed panel includes:

	<b>Asher Gellis</b> EXECUTIVE DIRECTOR, JQ INTERNATIONAL (Helping Foster a Strong & Safe Local LGBTQ+ Community)		<b>Ilana Kaufman</b> EXECUTIVE DIRECTOR, JEWS OF COLOR INITIATIVE (Advancing Opportunities for Jews of Color)
	<b>Matan Koch</b> VICE PRESIDENT, WORKFORCE AND FAITH PROGRAMS, RESPECTABILITY (Advancing Opportunities for People with Disabilities)		<b>Alisha Pedowitz</b> DIRECTOR OF TEEN EDUCATION, MOVING TRADITIONS (Engaging and Educating Teens on Gender)

Moderated by:  
**Naomi Strongin**  
VICE PRESIDENT,  
THE CENTER FOR DESIGNED PHILANTHROPY  
Jewish Community Foundation of Los Angeles

**REGISTER TODAY**

# FOUNDATION WEBINAR MARKETING

CLIENT: Jewish Community Foundation of Los Angeles

*Insights on Giving*  A SERIES OF TALKS ON PHILANTHROPY

We hope to see you there!

1<sup>st</sup> Event: June 9, 2021 at noon

## What's Next? Ensuring a Thriving Jewish Community Post-COVID

Join us for a conversation with three Jewish nonprofit leaders and longtime Foundation grantees as they reflect on the pandemic's impact on the people they serve, their pandemic pivot, and how they see the needs and work of the Los Angeles Jewish community changing post-pandemic.



**Asher Gellis**  
JQ INTERNATIONAL

As founder and Executive Director of JQ International, Asher Gellis has pioneered services for the LGBTQ+ Jewish community in Los Angeles that include a list of its kind helpline, inclusion training, and teen engagement programming.



**Elaine Hall**  
THE MIRACLE PROJECT

As The Miracle Project's founder and Executive Artistic Director, Elaine Hall has provided fully inclusive theater, film, social skills, and expressive arts programs for individuals with autism and all abilities for nearly two decades.



**Rabbi Dave Sorani**  
JEWISH GRADUATE STUDENT INITIATIVE

As founder and Executive Director of JGSI, Rabbi Sorani has led the way for supporting Jewish life on campus for graduate students and connecting Jewish grads to their heritage and to the wider Jewish community.

Moderated by Naomi Strongin, Acting Director of The Center for Designed Philanthropy

In its own pandemic response, The Foundation has garnered national media attention for its distribution of \$8 million+ in relief funds to support 61 nonprofits in the Jewish and larger communities, locally and in Israel.

THE FOUNDATION  
JEWISH COMMUNITY FOUNDATION  
LOS ANGELES

REGISTER TODAY

Contact Georgina Baquet at  
gbaquet@jewishfoundationla.org or 323.761.8725  
with any questions. **This invitation is non-transferable.**  
Please do not share the registration link.

Thursday, August 19, 2021 at noon

## Helping the Next Generation Balance Privilege and Responsibility

with Joline Godfrey, financial education expert  
and author of *Raising Financially Fit Kids*



Financial education was once as simple as modeling frugal behavior and teaching kids about compound interest and saving. But now, low-interest rates and credit are available to almost anyone; companies target kids as consumers on children's programming, and kids can access numerous financial transactions online.

As such, it's easy for families to lose control of an informal financial education process that had worked for generations. But avoiding opportunities to instill financial fluency in the next generation will leave them unprepared for a lifetime of monetary responsibility. This session gives families, at all levels of wealth, guidance on how to engage the next generation in their own self-development.

THE FOUNDATION  
JEWISH COMMUNITY FOUNDATION  
LOS ANGELES

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2<sup>nd</sup> Event: Tuesday, July 13, 2021 at noon

## Intergenerational Legacy Giving



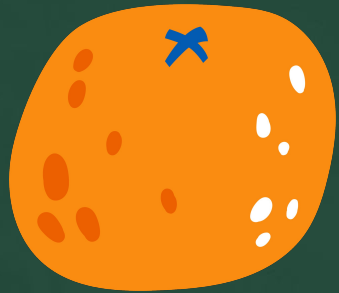
with **Dr. Lee Hausner**, an internationally recognized clinical psychologist, business consultant, former Foundation trustee, and author of multiple books, including *The Legacy Family: The Definitive Guide to Creating a Successful Multigenerational Family*.

Hear from a top expert in the field on how to create an intergenerational giving plan that embraces your children's and grandchildren's philanthropic passions and ensures a strong family legacy for years to come.

THE FOUNDATION  
JEWISH COMMUNITY FOUNDATION  
LOS ANGELES

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# Publication Editing

# LEGACY MAGAZINE

CLIENT: Jewish Community Foundation of Los Angeles

As Senior Editor of the foundation's *Legacy* magazine, a biannual print publication, I undertook pivotal responsibilities including asset management, content creation assistance, and meticulous copy proofreading. This entailed efficiently managing resources, contributing to content development, and ensuring adherence to legal and stylistic standards through thorough proofreading. My role emphasized maintaining the publication's high standards while actively engaging our audience.

**FOUNDATION  
LEGACY**  
SPRING 2023

**Giving for Life: Philanthropy at Every Stage**

**RECENT GRANTS**

**General Community Grants**

**\$1 Million to Alleviate Older Adult Poverty**

In July 2022, The Foundation awarded \$1 million in grants to five community nonprofits working to alleviate older adult poverty. The funding expands support for programs providing assistance to low-income older adults through access to food, healthcare, housing, and supportive care to live independently and age with dignity.

**Los Angeles LGBT Center** serves thousands of LGBTQ+ older adults who, due to decades of stigma and marginalization, have high rates of financial instability, isolation, lack of familial support, depression, and poor health outcomes. This grant supports *Food to Thrive*, feeding over 500 older adults with hot meals daily and assisting seniors in securing or renewing CalFresh benefits.

**Mexican American Opportunity Foundation** serves Latinx families and seniors in Boyle Heights and Eastside Los Angeles. This grant for *Senior Services* will help enroll 1,200 additional seniors in essential food, health, and economic benefits.

**ONEgeneration** provides support and assistance to older adults in underserved communities in the San Fernando Valley. This grant will help expand their housing assistance services for seniors experiencing housing

**Los Angeles LGBT Center**

**Partners in Care Foundation**

**ONEgeneration**

**Mexican American Opportunity Foundation**

insecurity, adult day care for low-income seniors, and its new food bank and mobile food pantry feeding over 8,000 people each month.

**Partners in Care Foundation** supports seniors' health in Los Angeles. This grant supports the enrollment of over 370 low-income seniors in South LA in the *Multipurpose Senior Services Program*, which provides seniors in frail health who typically live alone services to keep them safely and independently housed.

**St. Vincent Meals on Wheels** delivers thousands of meals to over 900 homebound older adults with mobility and health issues, whose average monthly income is just over \$1,000. This grant will support their *Home Sweet Home Emergency Fund for Low-Income Older Adults*, providing 350 older adults with emergency support to keep them healthy, safe, and sustainably housed. 🌟

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# LEGACY MAGAZINE

CLIENT: Jewish Community Foundation of Los Angeles



Cliff & Mandy Einstein

## Modern Art Meets Meaningful Philanthropy

@ The Einsteins' home

Held at the stunning home of Advisory Board member Cliff Einstein and his wife Mandy, The Foundation hosted members of family foundations for an evening of wine, hors d'oeuvres, and viewing the Einsteins' renowned art collection that included exceptional pieces by Kerry James Marshall, James Turrell, Yayoi Kusama, and more.



Mark Schwartz, Cliff Einstein



Eli Markoff, Marcia Weiner Markoff, Mandy Einstein, Doug Markoff

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FAREWELL  
GALA



## Celebrating Marvin Schotland's 33 Years of Leadership

On a lovely Sunday evening in late October at the Four Seasons Hotel, The Foundation hosted a beautiful farewell gala honoring President and CEO Marvin Schotland as he prepares to retire at year-end after 33 years of service. Nearly 300 people came together to show their support and admiration for Marvin.

The evening's theme was "The Shape of His Heart," and community leaders including Rabbi Sharon Brous of IKAR and former Jewish Federation President and CEO Jay Sanderson spoke about how Marvin impacted their lives and the community. Foundation Board Chair Evan Schlessinger and former trustee Max Factor III also expressed their profound gratitude. The Foundation's Executive and Board Liaison, Kate Martin, shared the staff's perspective on the joys of working with Marvin. Craig Taubman of Pico Union Project and actress and comedian Monica Piper from The Braid/Jewish Women's Theatre gave moving performances. The program concluded with the presentation of a beautiful commemorative tribute book filled with photos, well-wishes, and proclamations from government officials.

Thank you to everyone who attended this marvelous evening!



Guests enjoying cocktails & hors d'oeuvres



You have challenged this community  
in word and deed to cast our eyes to  
those who need our help most."

— Rabbi Sharon Brous, IKAR

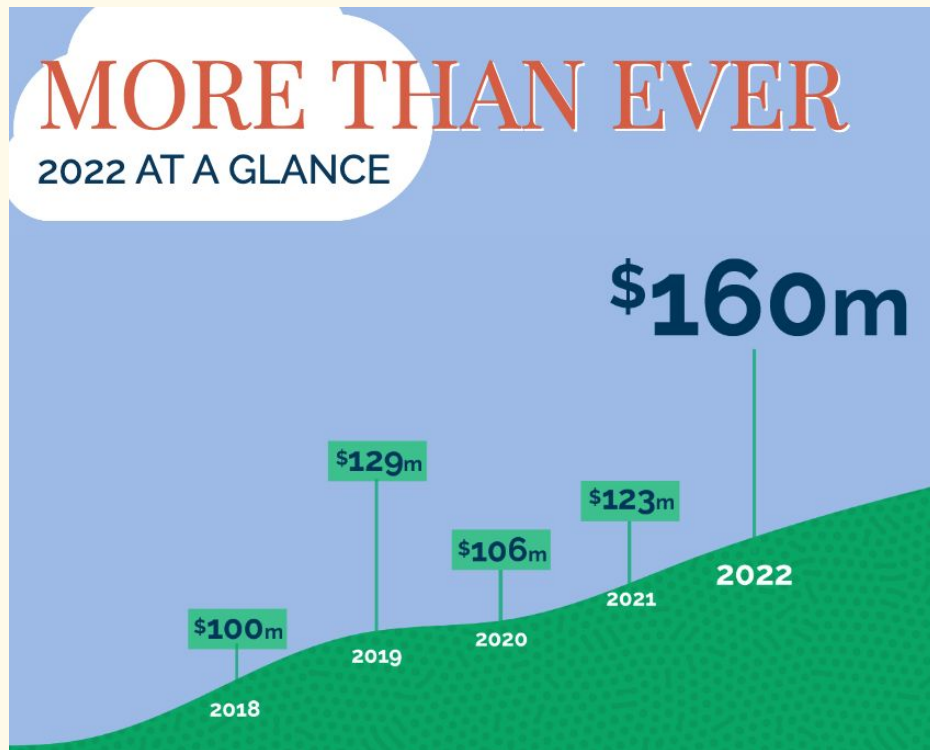
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## 2022 ANNUAL REPORT

CLIENT: Jewish Community Foundation of Los Angeles

My role in this project was multifaceted, encompassing responsibilities as a copywriter, assistant creative director, and project manager.

I played a pivotal role in conceptualizing, refining the visual identity, and orchestrating the execution of the project. My aim was to ensure that the narrative effectively captured the profound impact of the foundation throughout 2022, particularly emphasizing the unprecedented generosity of our donors. Through meticulous attention to detail and creative vision, I sought to vividly portray the tangible difference these funds made within our community.



# 2022 ANNUAL REPORT

CLIENT: Jewish Community  
Foundation of Los Angeles

## \$160 Million to 2,500 organizations

In 2022, The Foundation and our donors broke the record for the most grants given in a single year. Our donors' generosity displayed a steadfast commitment to repairing the world, now more than ever.



## Helping You Help Others

Our Center for Designed Philanthropy team oversees millions of grant dollars directed into the community annually. Their deep knowledge of the broad nonprofit landscape locally and in Israel allows them to help donors make informed decisions about where to give and have the most impact.





# Copywriting

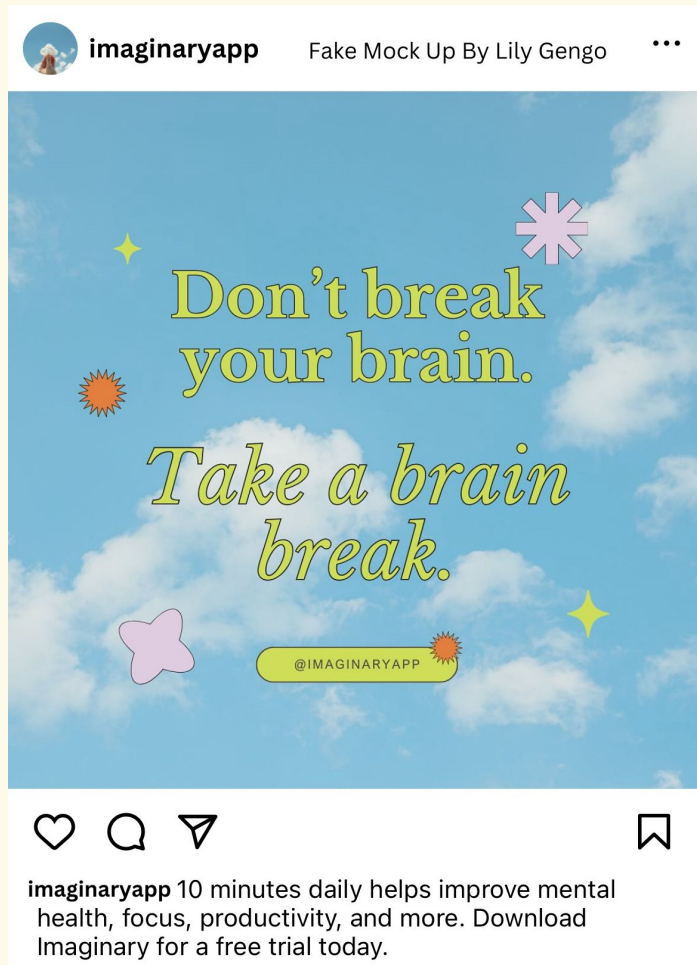
# IMAGINARY APP LAUNCH SOCIAL CAMPAIGN

CLIENT: IMAGINARY

NOTE: This is a school project and not a real app. I finished a copywriting course in March 2024.

The goal of this project was to produce on-image copy and caption copy for paid social ads. The client wanted \*thumb-stopping\* copy that will make the target audience (adults over the age of 25, specifically professionals with desk jobs, and who struggle with anxiety/depression) stop scrolling and want to download the app.

My strategy involved clever wordplay, flipping the meaning of familiar phrases to provoke a second thought and compel the audience to pause, ponder, and ultimately, feel intrigued.

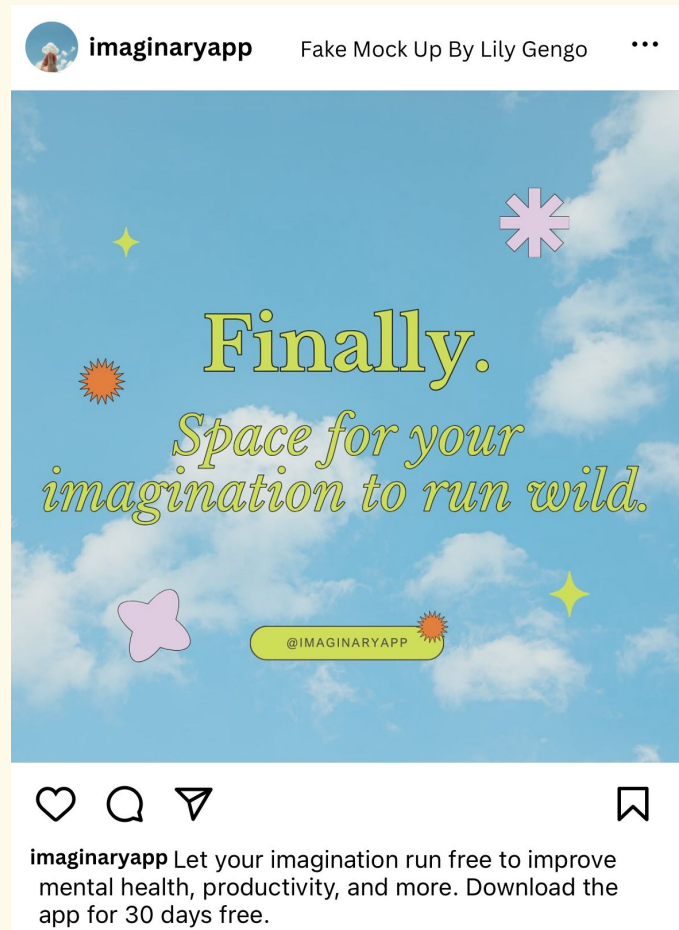




# IMAGINARY APP LAUNCH SOCIAL CAMPAIGN

CLIENT: IMAGINARY

NOTE: This is a school  
project and not a real  
app.



## IMAGINARY APP HOMEPAGE HERO

CLIENT: IMAGINARY

NOTE: This is a school project and not a real app.

The goal of this project was to create header and subhead copy for Imaginary's website. I wanted to connect on a personal level with Imaginary's audience, so I infused the header text with emotion and excitement, followed by more descriptive text in the subhead. By painting a vivid picture of the app's potential impact, I hoped to spark curiosity and inspire users to envision themselves achieving their goals through Imaginary.

# IMAGINE A BETTER YOU.

Use your imagination for more intentional living.

# WHAT CAN YOU IMAGINARY?

Fuel creativity, sharpen focus, and boost mood –  
all with your imagination.

# TAP INTO YOUR WILDEST DREAMS.

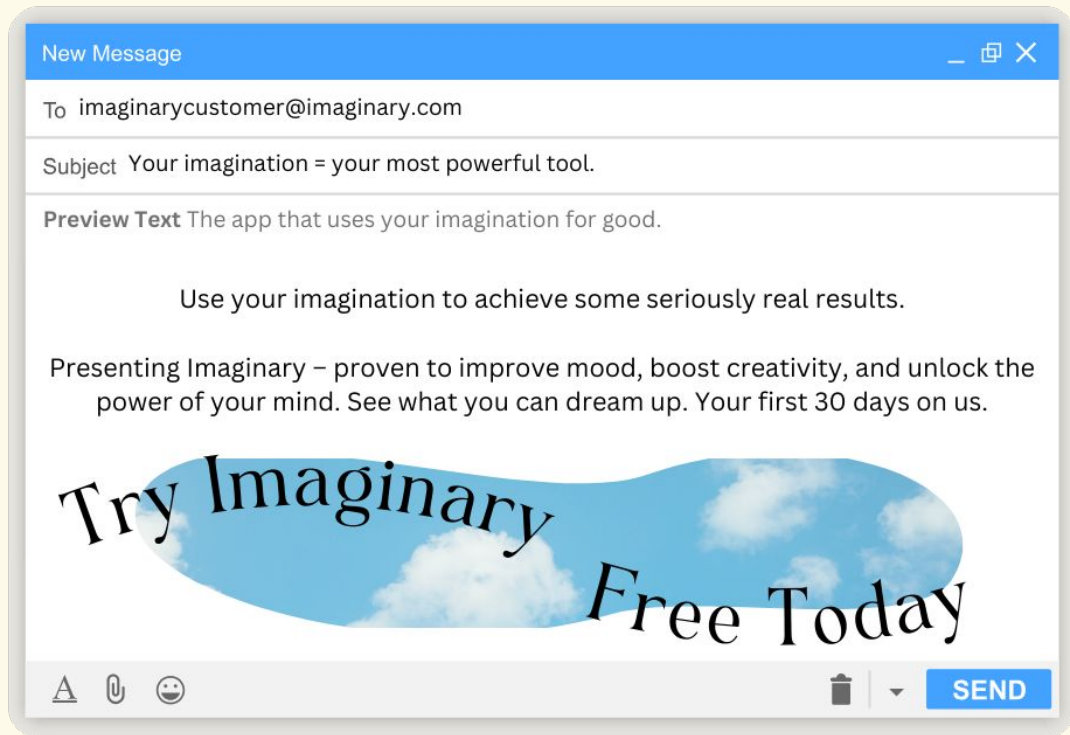
Daily exercises to help boost your mood, creativity, and productivity.

# IMAGINARY APP EMAIL MARKETING

CLIENT: IMAGINARY

NOTE: This is a school project and not a real app.

The goal for this project was to write copy for an email newsletter announcing the launch of Imaginary. I had to deliver potential subject lines, preheader text, and body copy options that included a CTA to sign up for the free trial. I aimed for a friendly, casual tone to spotlight the app's key benefits and playfully explore the idea of turning imagination into reality.



# IMAGINARY APP EMAIL MARKETING

CLIENT: IMAGINARY

NOTE: This is a school project and not a real app.

