

# Harold Grinspoon Foundation

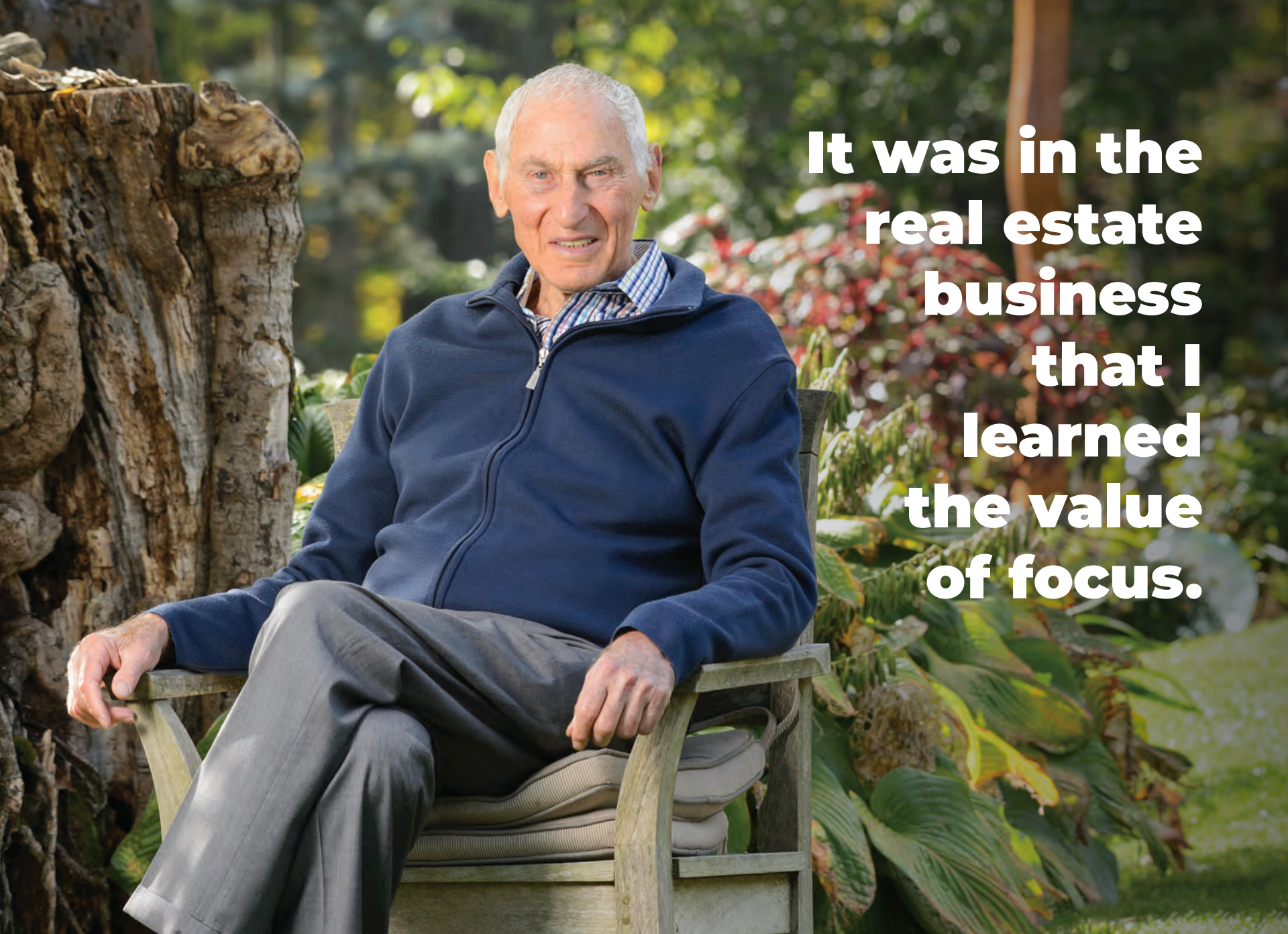
2019-2021 FINANCIAL REPORT





**“We are as great as the challenges we have the courage to undertake.”**

Rabbi Dr. Lord Jonathan Sacks



**It was in the  
real estate  
business  
that I  
learned  
the value  
of focus.**

My early partners and I identified a sector with opportunity. We took on mismanaged garden-style apartment complexes, improved them, and in the process created nicer homes for tenants while also creating profit for our company. Some of my partners moved on to try their hand at other types of real estate, but I stayed focused on the low-rise apartment market. My formula was working, and I saw opportunities to take it further with new partners. It was a good decision; that business is still thriving nearly 60 years later.

I approach philanthropy the same way. I believe in developing a few strong ideas to derive broad impact and taking them further with partners who share my passion for making a difference in the Jewish community. Together with you, we have had a great impact on the Jewish world – sustaining camps through a pandemic, bringing Jewish children's books into homes across the globe, sharing inspiring words and visuals throughout our communities, and building endowments to support Jewish communities for generations to come.

We continue to fulfill our mission because of our unwavering focus on one clear belief: By investing in the future of the Jewish people today, we inspire the next generation to do the same.

We have had tremendous success; you can see it in the numbers. In my view, the story told by this financial report is very gratifying. Together with you, we are making a positive difference for the Jewish community.

I am grateful to have you as my partners on this journey.

Best,



Harold Grinspoon

# A Focused Approach to Philanthropy

The Harold Grinspoon Foundation supports a vibrant Jewish community. We do this by focusing on a few select projects and continually evaluating whether they are creating more connected and engaged Jewish families.

A benefit of this approach is that we get to know a lot about our chosen sectors. By connecting with professionals in the field, we learn how those Jewish organizations operate. We develop a better understanding of where challenges and opportunities exist to engage families at particular life stages. We cultivate relationships with other funders in the field. By concentrating our time and funding in certain areas, we find opportunities to make our dollars go further.

When the pandemic threatened the future of Jewish summer camp, our years of work with camps positioned us to mobilize an immediate and effective response. We structured a challenge grant — All Together Now — in ways that worked best for camps at that critical moment, working closely with camp professionals and lay leaders at



each step. This partnership helped to leverage our challenge grant to raise additional funding; in a matter of months, thousands of supporters came together to contribute millions of dollars to help sustain camps during a difficult time. In our view, this is a prime example of impactful philanthropy.

The numbers that truly count, of course, are the many people we hope to support: a generation of youngsters building lasting friendships at Jewish summer camps, families around the world receiving PJ Library books and building closer ties to Jewish culture and traditions, and future generations who will enjoy flourishing Jewish community life because of the endowments that are built today.

I am pleased to share this financial report with you. The numbers show how a focused approach to philanthropy continues to achieve measurable, meaningful results for the Jewish community.

Thank you for being our partner in this work.

Best,

*Winnie*

Winnie Sandler Grinspoon  
President, Harold Grinspoon Foundation





# Building Jewish Connections



## Harold Grinspoon Foundation

Since 1991, the Harold Grinspoon Foundation (HGF) has invested more than \$320 million in programs that make Jewish life and Jewish community more vibrant and more connected. Together with our philanthropic partners' contribution of over \$148 million, the HGF invests in projects that provide a strong return on investment for the Jewish community.



10-month fiscal year*					
PROGRAMS		ACTUAL 2019-2020	ACTUAL 2020-2021	BUDGET 2021-2022	CUMULATIVE 1993-2021
	PJ Library	\$28,809,369	\$23,284,224	\$33,109,495	\$206,085,239
	Keren Grinspoon Israel (KGI)	\$8,221,372	\$8,551,034	\$9,367,938	\$66,344,568
	JCamp 180**	\$10,709,712	\$6,050,117	\$10,372,617	\$55,552,360
	Life & Legacy	\$3,114,861	\$2,654,518	\$3,412,068	\$21,732,489
	Voices & Visions	\$79,388	\$40,431	\$201,864	\$3,704,206
	Western Massachusetts Programs and Grants	\$1,845,806	\$1,329,702	\$1,764,410	\$54,252,913
	National, International, and Israel Grants	\$466,935	\$356,885	\$412,747	\$32,713,320
	Other Programs and Administration	\$2,071,574	\$1,422,565	\$1,882,077	\$28,101,231
	<b>TOTAL EXPENSES</b>	<b>\$55,319,017</b>	<b>\$43,689,476</b>	<b>\$60,523,215</b>	<b>\$468,486,326</b>
<b>PARTNER CONTRIBUTIONS</b>	<b>\$20,193,894</b>	<b>\$19,292,151</b>	<b>\$28,409,479</b>	<b>\$148,435,566</b>	
<b>HGF NET INVESTMENT</b>	<b>\$35,125,123</b>	<b>\$24,397,325</b>	<b>\$32,113,737</b>	<b>\$320,050,760</b>	

\*In FY 2020-21, the HGF changed the annual end of its fiscal year to June 30. Therefore, FY 2020-21 was shortened to a 10-month year.

\*\*Includes the All Together Now campaign (see pages 20-23 for breakdown of program expenses)

# Telling Stories That Inspire

## PJ Library®

PJ Library is transforming the family reading experience by sending free Jewish storybooks to families every month. Through this simple idea, children and their families create stronger connections to Jewish heritage, culture, and values.

This idea has grown into an international program with wide-ranging impact; kids around the world are growing up with a collection of books rooted in Jewish values and traditions.

PJ Library books are a gift, delivered every month to families raising Jewish children, no matter their background or level of Jewish knowledge and observance. The high-quality books are expertly curated so each child from birth to age 12 will get one that's just right for them.





## PJ Library

10-month fiscal year

PROGRAM COSTS

EXPENSES	ACTUAL 2019-2020	ACTUAL 2020-2021	BUDGET 2021-2022	CUMULATIVE 2005-2021
Program Expenses	\$23,247,874	\$20,489,469	\$27,991,550	\$173,738,413
Grants to Partners and Individuals	\$5,561,495	\$2,794,755	\$5,117,945	\$32,346,826
<b>TOTAL EXPENSES</b>	<b>\$28,809,369</b>	<b>\$23,284,224</b>	<b>\$33,109,495</b>	<b>\$206,085,239</b>

## INCOME

PJ Library Alliance	\$6,391,619	\$4,367,432	\$7,607,824	\$31,147,944
Partner Support*	\$9,246,118	\$9,341,811	\$11,209,541	\$79,560,513
HGF Investment	\$13,171,632	\$9,574,981	\$14,292,130	\$95,376,782
<b>TOTAL INCOME</b>	<b>\$28,809,369</b>	<b>\$23,284,224</b>	<b>\$33,109,495</b>	<b>\$206,085,239</b>

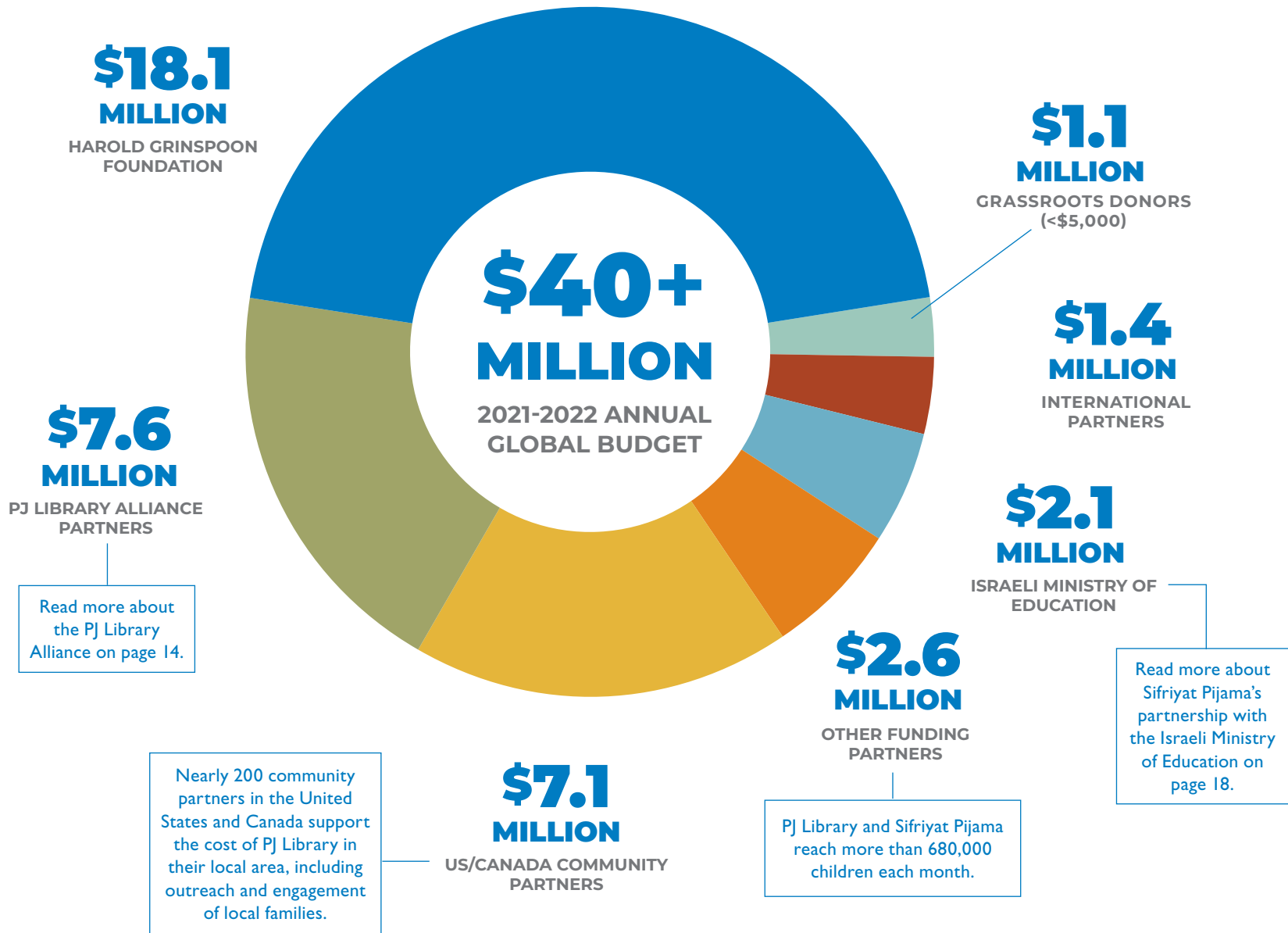
An additional \$7.5 million spent by partners locally each year

\*Includes support from thousands of individuals and partner organizations around the world

# It Takes a World of Generosity

## PJ Library & Sifriyat Pijama

The books and resources are free for families — but of course they aren't free. Sourcing, developing, and distributing books and other great content costs money. PJ Library is a gift from the Jewish community to the next generation. A constellation of thousands of funders come together to give children and their families Jewish storybooks and resources so they can learn, create, and explore together.





# Essential Gifts, Immeasurable Impact

## PJ Library Alliance

The PJ Library Alliance is a collective of leading funders who commit at least \$1 million to support PJ Library's work engaging Jewish children and families through meaningful Jewish stories.

Together with the HGF, the PJ Library Alliance provides a funding backbone for PJ Library, propelling the growth needed to reach new families and spurring the innovation that expands and enhances PJ Library's offerings and deepens impact. To date, PJ Library Alliance partners have collectively pledged more than \$50 million, making the expansion of PJ Library possible and building a program that extends far beyond the books and more deeply into the fabric of the global Jewish community, starting at its roots: in the home.

Support from PJ Library Alliance partners is instrumental in advancing core PJ Library goals:

**GROW BOLDLY**, aiming to reach 300,000 Jewish children and their families outside of Israel.

**PUT PARENTS AT THE CENTER**, activating parents to be leaders of Jewish exploration and engagement in their homes and communities.

**INVEST IN CONTENT AND CONTENT CREATORS**, enhancing content quality and growing the diversity and representation of Jews from different backgrounds within the Jewish books and resources that PJ Library sends to families.

As thought partners, members of the PJ Library Alliance come together to learn, reflect, and share ideas that shape PJ Library in important ways.

The PJ Library Alliance needs and welcomes new partners. If you are interested in learning more, please contact Winnie Sandler Grinspoon at [give@hgf.org](mailto:give@hgf.org).

## PJ Library Alliance Partners

*As of September 2021*

Harold Grinspoon Foundation  
The Marcus Foundation, Inc.  
William Davidson Foundation

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The Azrieli Foundation  
Genesis Philanthropy Group  
Jim Joseph Foundation  
Micah Philanthropies  
Anonymous

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Carl and Joann Bianco  
The Crown Family  
Dr. Steven Grinspoon  
Howard and Geraldine Polinger  
Family Foundation

Klaff Family Foundation  
Marilyn Einstein and Steven Sim  
Charitable Fund  
Mike & Sofia Segal Family Foundation  
One8 Foundation  
Paula and Jerry Gottesman Family  
Supporting Foundation/Peleh Fund  
The Sam Berman Charitable Foundation  
The Sherrie R. Savett Family Foundation  
Stephen and Bebe Saks Family Foundation  
Susser Family Trust  
Walter, Arnee, Sarah, and Aaron Winshall  
Zucker Family Foundation



# A Bridge to a Brighter Future

## PJ Library Endowment

The PJ Library endowment program was launched in spring 2021 to ensure that PJ Library will be financially sustainable in Jewish communities. The endowment program is a two-year fundraising initiative that offers matching funds to inspire both legacy and cash gifts for building a PJ Library endowment fund in participating communities. Nine communities were selected to participate in the first two-year pilot program. The match is producing positive results: In the first quarter, funders committed more than \$2 million in cash endowment funds to support the PJ Library programs in their local communities.

Communities are now being selected and invited to apply for the second two-year pilot program, which will launch in spring 2022. If you are interested in learning more, please contact Winnie Sandler Grinspoon at [give@hgf.org](mailto:give@hgf.org).





# For the Children of Israel

## Keren Grinspoon Israel®

Keren Grinspoon Israel (KGI) focuses on literacy through the gift of books to young children in Israel. KGI partners with the Israeli Ministry of Education and other partners to distribute books in Hebrew and Arabic to children in Israeli public schools through its two programs: Sifriyat Pijama and Maktabat al-Fanoos.

### Sifriyat Pijama™

Sifriyat Pijama (“Pajama Library” in Hebrew) is the Israeli version of PJ Library. The program aims to strengthen children’s Jewish identity and foster a love of reading by providing high-quality Hebrew picture books in classrooms from preschool through second grade. Once they have read the books in the classroom and explored the content, children take the books home to keep and share with their families, leading to meaningful conversations about Jewish heritage, culture, and values.

### Maktabat al-Fanoos™

Maktabat al-Fanoos (Arabic for “Lantern Library”) is a classroom-based literacy program for all young children in public Arab-Israeli schools from preschool through second grade. Students explore the books with their teachers in class and then take them home to own and enjoy again and again with their families. This helps children develop emotional awareness, language skills, and knowledge of Arab history and culture while also fostering a love of reading.



**80%**

**OF ISRAELI CHILDREN AGES 3-8** participate in Sifriyat Pijama or Maktabat al-Fanoos in public-education settings



## Sifriyat Pijama and Maktabat al-Fanoos

10-month fiscal year

PROGRAM COSTS

EXPENSES	ACTUAL 2019-2020	ACTUAL 2020-2021	BUDGET 2021-2022	CUMULATIVE** 2008-2021
Program Expenses	\$8,221,372	\$8,551,034	\$9,367,938	\$66,344,568

### INCOME

Israeli Ministry of Education	\$3,079,342	\$3,330,176	\$3,467,113	\$23,934,033
Philanthropic Partners	\$579,809	\$555,420	\$675,410	\$5,657,344
Payments from Communities Not Eligible for Israeli Ministry of Education Funding	\$843,821	\$730,361	\$815,159	\$7,115,597
HGF Investment*	\$3,718,400	\$3,935,077	\$4,410,256	\$29,637,595
<b>TOTAL INCOME</b>	<b>\$8,221,372</b>	<b>\$8,551,034</b>	<b>\$9,367,938</b>	<b>\$66,344,568</b>

\*Funded through Keren Grinspoon Israel (KGI)

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

**388,000**

**HEBREW-SPEAKING CHILDREN AGES 2-8** participate in Sifriyat Pijama

**186,000**

**ARABIC-SPEAKING ISRAELI CHILDREN AGES 3-8** participate in Maktabat al-Fanoos

# Adapt, Renew, Invest, Lead

## JCamp 180®

JCamp 180 focuses on the sustainability and organizational effectiveness of nonprofit Jewish camps through training for lay and professional leaders on strategic planning, fundraising, and governance.

More than 140 overnight and day camps in the US and Canada receive support via JCamp 180's matching grants, conferences, consulting services, coaching, professional development, resources, and research.

Over the past two years, the HGF and its partners have committed more than \$20 million in new All Together Now matching grant dollars to address the camps' immediate financial needs resulting from the COVID-19 crisis. To date, these matching funds have leveraged more than 32,000 donations to camps, bringing our combined total investment to over \$57 million.





## JCamp 180

10-month fiscal year

PROGRAM COSTS

EXPENSES	ACTUAL 2019-2020	ACTUAL 2020-2021	BUDGET 2021-2022	CUMULATIVE 2004-2021
Program Expenses	\$1,796,866	\$1,403,069	\$2,120,210	\$23,432,425
Legacy and Matching Grants to Camps	\$420,858	\$214,927	\$752,407	\$19,195,826
All Together Now Grant	\$8,491,988	\$4,432,121	\$7,500,000	\$12,924,109
<b>TOTAL EXPENSES</b>	<b>\$10,709,712</b>	<b>\$6,050,117</b>	<b>\$10,372,617</b>	<b>\$55,552,360</b>

### INCOME

All Together Now Partner Contributions	\$53,185	\$966,951	\$4,634,432	\$1,020,136
HGF Investment	\$10,656,527	\$5,083,166	\$5,738,185	\$54,532,224
<b>TOTAL INCOME</b>	<b>\$10,709,712</b>	<b>\$6,050,117</b>	<b>\$10,372,617</b>	<b>\$55,552,360</b>

Contributions to support campership awards for PJ Library subscribers are reflected in PJ Library's program costs.

**\$32 MILLION**  
MATCHING GRANTS  
FROM THE HGF

LEVERAGED

**\$145 MILLION**  
RAISED BY CAMPS

**43,680**  
CONSULTING  
HOURS

PROVIDED TO CAMPS  
OVER THREE YEARS

# All Together Now

## All Together Now 2020

By the conclusion of the All Together Now 2020 grant, the HGF's \$10 million commitment catalyzed thousands of donors to contribute \$16 million to participating overnight camps.

The HGF focused on getting resources to the camp community when the 2020 summer season was still uncertain. By making this significant commitment so early, the All Together Now 2020 grant created a wave of confidence across the field by providing unrestricted grant dollars so that camps could deploy the money where they needed it most. Camps also received wraparound support, including webinars and online tools, to help them succeed along the way.

## All Together Now 2021

Building on the success of the All Together Now 2020 grant and in recognition of the ongoing financial needs in the field, the HGF announced the All Together Now 2021 grant in early February 2021. Funding for this matching grant comes from the HGF, an anonymous donor, and additional support from the Klaff Family Foundation, the Franco family, and other generous donors. In total, throughout 2021, the HGF allocated nearly \$10.4 million for the overnight Jewish camps associated with JCamp 180.





As of  
November 2021,  
**more than**  
**\$19.7 million**  
**disbursed by**  
**the HGF**  
for All Together Now  
2020 and 2021



# Giving Today, Growing the Future

## Life & Legacy®

Life & Legacy focuses on securing a bright Jewish future for the next generation and beyond through legacy gifts that sustain Jewish organizations. By providing training, support, and monetary incentives, Life & Legacy supports Jewish communities in the US and Canada as they build endowments, secure legacy gifts, steward donors, and integrate legacy giving into the philanthropic culture of the Jewish community. To date, the program has secured an incredible result, with a \$22 million investment catalyzing over \$1.2 billion in additional growth.





## Life & Legacy

10-month fiscal year

PROGRAM COSTS

EXPENSES	ACTUAL 2019-2020	ACTUAL 2020-2021	BUDGET 2021-2022	CUMULATIVE 2006-2021
Program Expenses	\$733,742	\$622,548	\$875,968	\$4,890,494
Incentive Grants	\$2,381,119	\$2,031,970	\$2,536,100	\$16,841,995
<b>TOTAL HGF INVESTMENT</b>	<b>\$3,114,861</b>	<b>\$2,654,518</b>	<b>\$3,412,068</b>	<b>\$21,732,489</b>

**\$22**  
MILLION  
INVESTMENT  
FROM THE HGF

leveraged

MORE THAN  
**31,000**  
LEGACY  
COMMITMENTS

with an  
estimated  
value of

**\$1.2**  
BILLION  
(current and future)

**22,000** LEGACY  
DONORS

**730** PARTNER  
ORGANIZATIONS

**72** PARTNER  
COMMUNITIES

**\$130**  
MILLION  
CASH RECEIVED  
BY COMMUNITIES  
TO DATE



# Ideas, Inspiration, Impact

## Voices & Visions®

Voices & Visions creates and distributes posters that pair timeless Jewish ideas (“voices”) with the phenomenal talents of contemporary Jewish artists (“visions”).

Over the last decade, the HGF has gifted four unique Voices & Visions poster series to over 3,000 Jewish organizations to beautify their spaces and spark reflection and conversation.

Artist: Chloe Cushman







## Voices & Visions

10-month fiscal year

PROGRAM COSTS

EXPENSES	ACTUAL 2019-2020	ACTUAL 2020-2021	BUDGET 2021-2022	CUMULATIVE 2010-2021
Program Expenses	\$79,388	\$40,431	\$201,864	\$3,704,206
<b>TOTAL HGF INVESTMENT</b>	<b>\$79,388</b>	<b>\$40,431</b>	<b>\$201,864</b>	<b>\$3,704,206</b>

### THE RECENTLY DISTRIBUTED WALL OF FAME POSTER SET

was accompanied by

**COMMENTARIES**  
by leading  
JEWISH THINKERS

THOUGHT-PROVOKING  
**DISCUSSION QUESTIONS**

**INSIGHTS**  
into each artist's  
CREATIVE PROCESS

THE BEAUTIFUL  
**VOICES & VISIONS BOOK**  
includes all 48 posters  
in a single volume



# Acting Locally

## Western Massachusetts

HGF supports and encourages a vibrant Jewish community in our hometown area of Western Massachusetts. From trips to Israel to programs for teens and families, the HGF offers 18 grant opportunities and the Havurah Initiative, which supports the development of small friendship groups.







## Western Massachusetts

10-month fiscal year

PROGRAM  
COSTS

EXPENSES	ACTUAL 2019-2020	ACTUAL 2020-2021	BUDGET 2021-2022	CUMULATIVE 1993-2021
Program Expenses	\$174,248	\$170,493	\$211,646	\$17,361,966
Grants	\$1,671,558	\$1,159,209	\$1,552,764	\$36,890,946
<b>TOTAL HGF INVESTMENT</b>	<b>\$1,845,806</b>	<b>\$1,329,702</b>	<b>\$1,764,410</b>	<b>\$54,252,913</b>

### IN FISCAL YEAR 2020-2021

**50**

**HAVUROT  
INITIATED**

a diversity of  
Jewish friendship  
groups

**24,000**

**PARTICIPANTS**

from the Pioneer Valley,  
the Berkshires, and  
Southern Vermont

**36**

**COMMUNITY  
PARTNERS**

including synagogues,  
day schools, Jewish  
federations, a Jewish  
farm, and a Jewish  
community center







**Together with you, we are  
making a positive difference  
for the Jewish community.**

## 2021 Trustees

*As of July 2021*

Rabbi Tuvia Brander

Jason Glasgow

Harold Grinspoon

Deborah Hochberg

Jeremy Pava

Winnie Sandler Grinspoon

Jerry Silverman

Diane Troderman

Rabbi Ethan Tucker

