



SCHOLARSHIP PROGRAM

FROM GENERATION TO GENERATION

JUDY AND LELAND FELSENTHAL

When Judy Felsenthal first heard about the JVS Scholarship Program, she was moved to tears and immediately became involved. Within a year, she had joined the JVS Board of Directors and later served as chair of the Scholarship Committee from 2006-2007. Judy's dedication to our students has never wavered.

She will never forget what one student said, "Thank you for making it possible for me to go to school where I want to go, rather than just where I got in." It shows just how much of an impact one person can make.

Judy now shares her belief in the mission of the Scholarship Program with her son, Leland, who joined the Scholarship Committee in 2008. He and his wife Erica recently increased their commitment and became Circle of Honor Endowment donors.

"My parents have been a real model of philanthropy for me. I grew up seeing it in action and understand that there is more to life than just being self-serving."

The Felsentals agree that what makes the Scholarship Program different is the direct contact it allows them with the students. "It is really meaningful to meet people in person, to have a tangible connection with scholarship recipients," said Leland.

One of those recipients is Elena Chimtchenko. As a refugee from



Erica and Leland Felsenthal with their scholarship recipient Elena Chimtchenko.

Kazakhstan, Elena has faced numerous obstacles since her family moved to the United States. Her mother has struggled to make ends meet since her father passed away from cancer when Elena was a teenager. She is currently in her final year of undergraduate studies as a Political Science major at California State University Northridge and has volunteered for several political campaigns as well as the organization Birthright, which enables young people to connect with their Jewish heritage.

Said Elena, "Because of this scholarship, I now have time to focus on my educational studies rather than working 40+ hours a week. It has allowed me to pursue volunteer opportunities that have changed my life."

MISSION

Through the granting of financial need based scholarships, the JVS Scholarship Program supports Jewish undergraduate and graduate students attending schools and universities nationally in order to continue their educational paths to career success.

Since its founding in 1972, the JVS Scholarship Program has awarded over 3,500 scholarships totalling more than \$5 million.

To learn more about our program and scholarship recipients, please visit www.jvsla.org/scholarship

DONORS HELP JEWISH STUDENTS IN NEED, SHOW TRUE MEANING OF TZEDAKAH



Student speaker Amos Nadler.

In July the JVS Scholarship Program awarded 160 scholarships totaling \$400,000 to local Jewish students in financial need at a special ceremony held at Sinai Temple in front of families, alumni, donors, JVS board members and friends.

Student speaker Amos Nadler nearly dropped out of his PhD program when his funding ran out. Thanks to the JVS Scholarship Program, he will be graduating in 2012 with a degree in Neuroeconomics from Claremont College. "The path has not yet come full circle," said Amos. "Winston Churchill said that we 'make a living by what we get, but we make a life by what we give.' Therefore, only when I am able to give back to the parents who helped raise me, the friends who supported me along the way, and the organizations like JVS that funded me, will I feel that the circle is complete."

Longtime JVS Scholarship donor Gloria Baran fully understands that concept. She wanted to do something to illustrate the meaning of Tikkun Olam (*repairing the world*) and make it possible for the students, alumni and other first time donors to begin giving back, no matter the size of the gift.

So she initiated *The Tzedakah Box Project*, utilizing an old tradition in an innovative way. Tzedakah is translated to mean *righteous and just action* and it was her hope that enough money would be raised in small, first time gifts, to fund one or possibly two \$1,800 annual scholarships. A stunning \$18,835 was placed in the Tzedakah Box that night, including checks and pledges, as well as \$135 in small cash gifts.

"When people work together - each doing their own small part to achieve something - truly wonderful things can happen," said JVS CEO Vivian Seigel. "I am also delighted to announce that a deeply committed donor stepped up to offer a match that doubles the impact of these generous and meaningful gifts to \$37,670. We want to express our deepest gratitude to everyone who participated in this mitzvah (*act of kindness*). As a result, we will be able to expand our reach next year and award 20 Tikkun Olam Scholarships to deserving Jewish students in the amount of \$1,800 each."



Scott Diamond with scholarship recipient Abby Hess.

JVS also presented its first annual Innovative Fundraiser Award to JVS Scholarship Committee member Scott Diamond, who conducted an email-based fundraising campaign among his friends

and family last spring that raised \$9,000. Abby Hess, one of the recipients of the brand new Diamond Family & Friends Scholarship said, "A year ago my father succumbed after a long battle with cancer, six weeks before I entered law school. My dad's final gift to me was to pay for my first year of textbooks.

This year, your scholarship will cover my books and transportation and allow me to have more balanced meals. It was very exciting for me to put a donor name to a face and learn about all the people who supported you in putting together this scholarship."

"I operate on a 'people are basically good and want to help each other' assumption, and to both see it in action and be a recipient of such kindness just means the world to me."

*- Abby Hess
UCLA Law Student*

As both public and private tuition rates continue to skyrocket at colleges and universities across the country, student financial need is greater than ever. If you've been inspired by these stories, please consider joining us as a donor or committee member.

Current Scholarship Committee Chair Ellen Weisman Morehead and Co-Chair Marnie Bodek welcome your involvement and invite you to contact Scholarship Program Manager Cathy Kersh Millstein at scholarship@jvsla.org to find out how you can make a meaningful difference in the life of a Jewish student.

JVS ALUMNI ASSOCIATION: COMPLETING THE CIRCLE



Nan Kalish Goodman (left), Chair of the JVS Scholarship Alumni Subcommittee and Melissa Tillman, JVS Scholarship Alumni Association Chair at Hamburger Mary's.

SINCE 1972, the JVS Scholarship Program has helped thousands of students achieve their goals of higher education, giving support to a generation of leaders in business, medicine, dentistry, education and other fields.

Our involvement with those we fund does not end with their graduation, and now, a long held dream of ours has become a reality.

In November 2010, JVS board member and outgoing Scholarship Committee

Chair, Nan Kalish Goodman, hosted the inaugural meeting of the JVS Scholarship Program Alumni Association. Comprised of former scholarship recipients, the charter members have committed to raising funds to establish a JVS Alumni Scholarship as a way to give back to the organization that helped each of them achieve their academic dreams. We believe that every current and former scholarship recipient is a member of the JVS family, and we welcome our alumni back with open arms.

This summer, JVS' Scholarship Alumni group gathered for the inaugural JVS Alumni Bingo event at the famous Hamburger Mary's in West Hollywood. It was a night to remember, raising over \$2,200 that evening alone. This will go towards the establishment of the first JVS Alumni Scholarship.

The Association's mission is to enhance the relationship between alumni, the JVS Scholarship Program and its current students by implementing social and

professional networking, as well as academic and financial support programs and events.

DONORS AND STUDENTS CONNECT



In April, JVS Scholarship Committee member, Jeannette Mandelbaum and her husband Mervyn opened their home to scholarship donors and recipients for the third annual "Celebration of Education."



At only 18, **Zarina Abramova** took over the financial responsibility for her family after her

grandfather passed away and her mother's health began to decline. Seeking help, she turned to JVS. Said Zarina, "I am a three-year JVS Scholarship recipient and also a graduate of the JVS WoMentoring and New Linkages programs. Since 2007, JVS has been there for me along my journey into the professional world. JVS helped

me realize my strengths, acquire new skills, network with some incredible people and supported me financially and emotionally through some difficult times. In a way, JVS has become my extended family."

Houman Harouni, recipient of the Goodman Family Scholarship, is currently continuing his studies at Harvard University Graduate School of Education. He is excited about volunteering to teach in Israel and feels this is a way to give back to the Jewish community which has been so supportive of him. An advocate for the Afghan refugee population, he has dedicated himself to restoring the rights

denied to the people. He is currently working on a graduate research project focusing on the rapidly declining Jewish population in Hamedan, Iran. Houman's writings have appeared in several prestigious journals and magazines.

Said Houman, "I want to thank you for this gift, and also for the way it has been given. It is a wonderful example to me of our long tradition of quiet activism."

ACHIEVEMENT A FAMILY LEGACY

HERE'S HOW YOU CAN HELP



(L to R) Natalie Goltche, Dorothy and Sidney Factor Scholarship Recipient, Dr. James Factor, Scholarship Committee member, Diane Isaacson, Hanina Stettin, Dorothy and Sidney Factor Scholarship Recipient.

Although the name Max Factor is well known, the philanthropic contributions of his youngest son, Sidney, may not be. During his lifetime, Sidney and his wife Dorothy made countless anonymous donations to colleges, hospitals and individuals in need. After Sidney's passing, Dorothy decided to honor his memory and let the world know what a difference her husband had made in the lives of others. She established the Dorothy and Sidney Factor Award. Each year, the Factor

Award is given to deserving students in JVS' Scholarship Program.

The Factor Award has tremendous meaning for the Factor family because of Sidney's experience as a young man. At the urging of his family, he completed college and joined the family business, where he ultimately headed up Max Factor's international division, helping to expand the company across the globe. Today, the recipients of the Factor Award have the support they need to pursue their own dreams of college and a career of their choice.

To learn more about helping local Jewish students and to inquire about joining the Scholarship Committee, contact the JVS Scholarship Program at (323) 761-8888, ext. 8868, or scholarship@jvsla.org.

Please visit us at www.jvsla.org/scholarship

There are many ways to make a difference in the life of a local Jewish student. Gifts of any amount are deeply appreciated.

Honorary Tributes

A gift to the JVS Scholarship Program is a meaningful way to remember a loved one or to honor a friend or relative on a special occasion.

Adopt A Student

Donors sponsor one or more students for one academic year, with a named scholarship, for a minimum gift of \$1,800 per student per year. Many donors make Adopt A Student gifts in honor or memory of loved ones, and you can too.

Award A Diploma

Donors sponsor one or more students over four years with a minimum gift of \$7,200 per student to establish a named scholarship.

Circle of Honor Endowment

Endowment donors sponsor one or more students each year with interest generated from permanently endowed funds. Circle of Honor donor pledges range from \$25,000 to \$50,000 to \$100,000, payable over five years to create a named scholarship in perpetuity.

Legacy Society

Including the JVS Scholarship Program as part of your estate planning is a significant way to ensure that your commitment to this vital, life-changing program continues for generations to come.

RISING COSTS OF COLLEGE

Costs for students have risen faster than inflation:

While college tuition rates at the University of California (UC) and California State University (CSU) have risen a staggering **220%** and **231%** respectively from 2000-2011, the California median income has only increased approximately **16%** during that same time period, less than university costs or **25%** general inflation.

INCREASE IN COSTS FROM 2000 - 2011

