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MAYBERG  FOUNDATION
ANNUAL REPORT



Guiding
RESILIENCE

The Mayberg Foundation invests in organizations and initiatives with bold ideas – to proliferate Jewish wisdom and values in the contemporary world.

PARTNERSHIPS



MOMENTS TO CELEBRATE



CRISIS FUNDING

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Vision & Mission

VISION

We seek to create a vibrant Jewish future that is firmly rooted in foundational Jewish principles and inclusive of diverse perspectives. This requires making Judaism available to all Jews, educating and inspiring our next generation and ensuring that the Jewish homeland is secure, prosperous and healthy.

MISSION

The Mayberg Foundation is dedicated to proliferating Jewish wisdom and values in the contemporary world.

“

Faith is not measured by acts of worship alone. It exists in the relationships we create and it lies deep in our moral commitments.

— Rabbi Lord Jonathan Sacks (z"l)

”

— OUR CORE VALUES —

ENTREPRENEURIAL PHILANTHROPY

We look for and create new approaches and ripe opportunities to **strengthen the Jewish people**. We take calculated risks and ask challenging questions, reinvigorating, rethinking and improving.

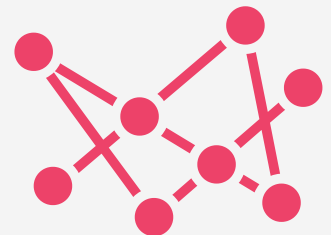


FOUNDATIONAL JUDAISM

We support and encourage deep engagement in Judaism's foundational teachings. We believe in **diversity** and value authenticity within that diversity.

CONNECTEDNESS

In today's evolving Jewish world, we emphasize the connection between all Jewish people. We believe in **building a vibrant and meaningful Judaism for all Jews** that provides both inspiration and wisdom—regardless of how one identifies or practices.



COLLECTIVE EFFORT

We work closely with beneficiaries and philanthropic partners, deepening each others' thinking and pursuing **maximum impact**.



What Jewish wisdom most shaped the Mayberg Foundation's approach during 2020's unprecedented interruption and overwhelming need?



Manette Mayberg
Trustee

Guided by the words of the Talmud (Bava Metzia 71a), we prioritized local relief funding through both Jewish institutions and other organizations distributing essential food and services efficiently in the greater DC metro area. Then we moved beyond, helping grantees effectively respond to the crisis in Israel and across the country. We made tough, informed decisions and the professional staff jumped into action. We will continue to revisit our participation in helping with the consequences of the pandemic.

In 2020, we witnessed the value of being disciplined during a crisis. Our team kept focused on our mission and annual goals even with shifting ground beneath the world's feet. Working with great partners, we successfully guided community and global nonprofits to face the hard realities and position themselves to continue serving their constituents. Our operating programs quickly and nimbly leaned into virtual spaces, uncovering opportunities for amplifying impact in unexpected ways. We drew on our existing playbook for human services giving as we expanded it dramatically in the face of a rapidly growing need.



Louis Mayberg
Trustee

Our team demonstrated remarkable commitment to returning time and again to our underlying sense of purpose. We treasure the constructive tension between our unwavering commitment to foundational Jewish principles and our deeply felt connection with Jews of all persuasions. 2020 was a year like no other, and in many ways, it forced us to openly name that dialectical tension and use it to construct creative, strategic bridges with new and sometimes unexpected partners.



Todd J. Sukol
Executive Director



Approach

Impact is our beacon.

We invest in professional talent and organizations demonstrating bold ideas. Guided by Jewish values, we focus on outreach and education, and we fund related fields within the Jewish nonprofit sector, as well as humanitarian and civic activities in our community.

“

All Jews are responsible for one another.

כל ישראל ערבים זה לזה.

– Talmud Shevuot 39a

”

Making change, from the inside and out

With our hybrid structure in 2020, the size, talent and diversity of our staffing has begun to increase. We found that our overarching mission is well served by synergies that emerge between our core foundation team, our grantmaking team and our operating programs, where each teaches and benefits from the others' expertise. This past year, at the Mayberg Foundation's all-staff learning — both at the weekly staff meeting and in our staff retreat — we named our shared strategies and principles and learned from one another's experiences.

Our hybrid organization brings together the wisdom of several teams: leadership, strategy and planning; marketing/communications; operations; grantmaking; JEIC and MyZuzah.

Building Trust and Respect With Our Partners, and Bringing Our Experience to the Front Lines

In our commitment to relational grantmaking, our staff strives to help our beneficiaries put their best foot forward.

We see grantmaking as investing and our beneficiaries as our partners in accomplishing shared visions of an inspired Jewish future. To that end, we believe in building and maintaining a strong relationship with each of our grantees.

Our intention is to stay connected with our grantees' professional teams and lay leaders to ensure we are well versed about their successes, challenges and aspirations. Program officers accomplish this by encouraging reflection, discussing their work and intended outcomes, promoting open, honest dialogue, troubleshooting and offering advice or outside perspective.

Our Beneficiary Assistance Program provides coaching and consultation to our partners.

We leverage the decades of experience and training in nonprofit management that our staff members bring, including (but not limited to) fundraising, finance, data management, human resources, marketing and public relations.

Reflective of our commitment to collective effort, as often as possible, we make our free consulting services available to peer philanthropists, foundations and relevant organizations, as well as within the Jewish nonprofit sector and local community. We also provide meaningful assistance to jobseekers in the foundation and nonprofit sector, as well as individual major donors.

SUPPORTING 136 GRANTEE CLIENTS DURING A CHALLENGING YEAR OF UNKNOWNNS

AISH GLOBAL

AISH temporarily cut its budget by 75 percent while doubling down on its online presence and developing a 10-year vision to inspire 3 million Jews. The Mayberg Foundation Trustees and a program officer offered insight and guidance that helped AISH prioritize and strategize for impact. AISH's website saw 9.3 million visits and 12.2 million page views. The organization recorded 350,000 hours of Jewish learning - representing nearly 40 years!

HEBREW AT THE CENTER

Todd Sukol, the Mayberg Foundation's Executive Director, brought his expertise in nonprofit leadership to a committee focused on leadership succession. This committee has been proactively surfacing transition topics that organizations should discuss and address as new leaders are sought to replace founding leadership.



Elevating and Proliferating Innovation Through Partnerships

We believe in the power of partnership.

We value our close work with nonprofits, funders and other field influencers to help move the needle on shared priorities to educate and strengthen the Jewish people, yielding positive outcomes for individuals, communities and the Jewish nonprofit sector.

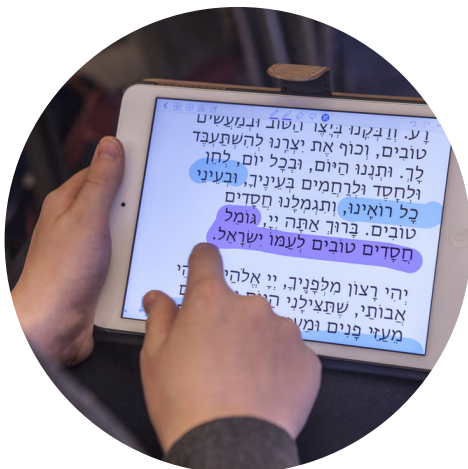


PRIZMAH

Center for Jewish Day Schools

Together with the Jewish Federation of Broward County, the Mayberg Foundation awarded several Jewish day schools in Broward County grants for Tefillah Reimagined. As a model developed for JEIC and guided by its staff, students are encouraged to **embrace the meaning, power and importance of tefillah to strengthen their connection to God, themselves, their school, their families, their community and the Jewish people.**

As a part of this innovative program, schools create a Personal Digital Siddur (PDS) for each middle school student. With several schools in one community engaging in this initiative together, the opportunity for change is amplified.



In 2020, the Mayberg Foundation supported a collaborative effort among JEIC, Prizmah and UnitED to offer UnitED and BetterLesson professional development sessions to more than 500 schoolteachers on how to maximize distance learning soon after schools moved to virtual learning.

Partners included Prizmah and the Jewish Federations of Toronto, Houston, Boston, North Jersey and New York.

As the year came to a close, the Mayberg Foundation supported a series of workshops for day school 'teacher leaders' presented by BetterLesson. The goal was to provide coaching sessions for teacher leaders who would share what they learned with the other Judaic Studies teachers in their schools to maximize concurrent learning outcomes for students. Nearly 100 teacher leaders participated in this workshop series and an additional 40 people signed up for a national cohort co-funded by Prizmah for teacher leaders in other cities.

Pedagogy of Partnership

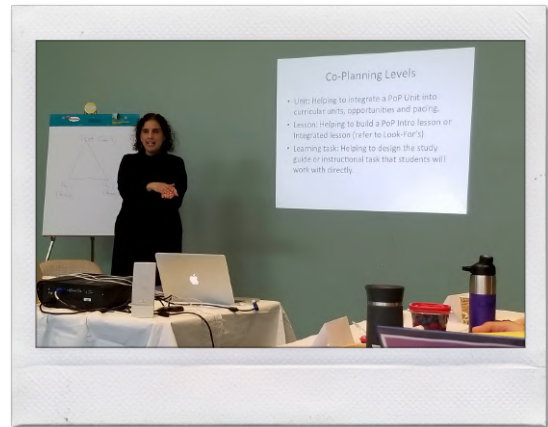
Pedagogy of Partnership (PoP), powered by Hadar, has done an outstanding job working with teachers to introduce PoP to their classrooms, adapting materials and programs to support teachers in the shift to online and hybrid learning.



Pedagogy of Partnership is working with 15 schools, eight through the Midwest Fellowship and seven through the larger PoP Network, giving day school teachers practical tools and skills to empower students to connect with traditional Jewish texts and ideas, regardless of the student's denominational identity or level of observance.

PoP has trained a cohort of eight instructional coaches who are supporting PoP teachers in the field. This group receives ongoing training from PoP's leadership team, Dr. Orit Kent and Allison Cook.

In 2020, PoP created several contingency plans to support new models of teaching during the COVID pandemic, continuing to design and share strategies and tools to support students to learn together with peers.



Allison Cook training teachers to use the PoP methodology for havruta learning

Teachers have reported that PoP is especially valuable during COVID, as its havruta-based methodology is well suited to engaging students in online learning. It encourages all students to participate and make all of their ideas heard, compared to frontal-style lecturing. We will bring this lesson with us once we return to in-person learning, helping teachers to better engage their students through this form of relational learning.

— Ilana Mantell
Hadar's Director of Strategic Partnerships



Making More From Less – Strategic Funding

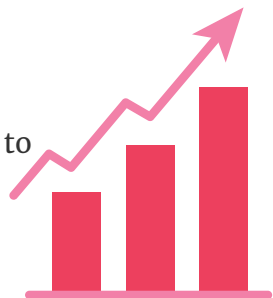
In 2020, the Mayberg Foundation continued to look to our core values as a lens for determining fitting opportunities to utilize financial guarantees and strategic lending for empowering select organizations to accelerate their growth.

This past year, the foundation held 10 open loans. Offering well-structured loans provides high levels of impact from what ultimately becomes a minimal investment. Organizations receiving loans have the resources to seize opportunities without current capacity limits, kick-start higher levels of service and new opportunities, accelerate growth in a sustainable fashion, diversify sources of revenue and grow communal investment to become more self-sufficient.

In all cases, these are projects that enable important communal institutions to either dramatically increase the quality of the services they provide or expand the number of people they are able to reach with these services. In many cases, they do both. We treat this pool of funds as a revolving, community fund and continually consider new loans as existing loans are paid off.

QUANTITATIVE DATA

Two organizations finished paying back their loans in 2020, recycling funds and allowing us to amplify results and help many organizations in their programmatic and fundraising growth with one pool of funds.



QUALITATIVE OUTCOMES

Backstop — This funding approach was utilized with the Jewish Learning Initiative on Campus (JLIC). When JLIC wanted to expand their programming to the IDC Herzliya campus in Israel — their first international campus — the Mayberg Foundation provided a financial guarantee so they could start the program. Not only did JLIC exceed its initial goals, becoming a well-known draw for prospective students and students on campus, but the organization also became financially independent quickly as a result of their fundraising success, and the Mayberg Foundation did not need to fund the guarantee.



Real Estate and Renovation — In 2020, the Mayberg Foundation used a pool of funds for expanding and purchasing space, allowing Jewish organizations in the DC metro area the upfront funds to seize opportunities that are ultimately repaid by subsequent capital campaigns or bank loans.

Capital Lending — In 2020, the Mayberg Foundation loaned funds to a Jewish organization, ensuring that security system improvements could be installed. The funds were needed in advance, but will be repaid by government security grants.

Commitment to Learning and Staff Development

Increasing Impact Through Continuous Learning

As 2020 began, we engaged in a substantive multi-session staff development plan to improve our productivity, efficiency and accountability as individuals, as teams and as an organization. After the pandemic shifted our paradigm to “work from anywhere,” we continued to actualize our ethic of learning and growth with a virtual staff retreat. We focused on surfacing some of the biggest lessons over the year, naming key strategies that we all share and will continue to exercise into 2021.

“

Make for yourself a teacher; acquire for yourself a friend; and judge every person on the positive side.

**עֲשֵׂה לָךְ רֵב, וְיָקִינָה לָךְ חֵבֵר,
יְהוּי דָן אֶת כָּל הָאָדָם לְכַף זְכוּת**

– Pirkei Avot 1:6

”

Each board meeting includes a robust, interactive shiur (Jewish learning session) to mine the wisdom of our sources as a guide for discussions, deliberations and decision-making. Staff members often use the weekly staff meeting as an opportunity to share lessons and industry insights from professional development workshops they attend.



Encouraging Learning

With Our Grantee Clients

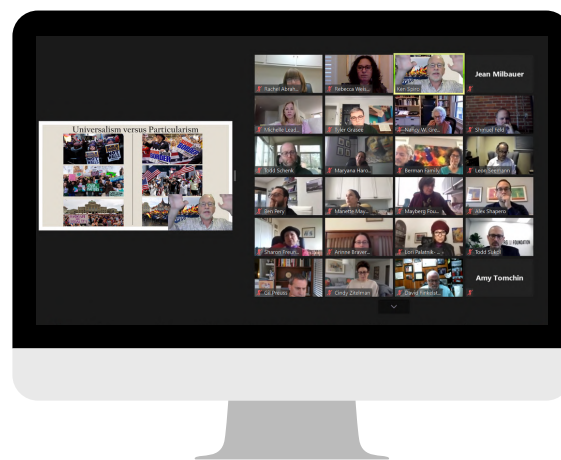
An essential part of our approach to grantmaking is to reap the benefits of a strong, candid relationship and elevate learning for all partners.

Reflection, Assessment and Learning (RAL) are the components of a system we have been piloting as part of our relational grantmaking, aimed to help our grantee clients improve and refine their work. This also helps us as grantmakers better understand organizations' operations and needs including realities happening in the field.

With Our Peers

Sometimes people internalize valuable learning when it is distinct from day-to-day work. With that in mind, learning sessions hosted by the Mayberg Foundation with guest facilitators offer periodic opportunities to study, share and grow with dedicated Jewish leaders.

Topics in 2020 included Crossing Boundaries: Navigating the Anxiety of Interpersonal Interactions; Challenge, Curiosity and Choice: Towards Intrinsic Motivation in Jewish Education; and Universalism v. Particularism: A Jewish Perspective, which was the foundation's first virtual learning session for a diverse group of participants.



Over 40 participants explored a Jewish perspective on Universalism versus Particularism with Rabbi Ken Spiro in a virtual learning session hosted by the Mayberg Foundation.

With Our Rising Trustees

The Rising Trustees, our five NextGen family members, engaged in dedicated learning with the Trustees and professional staff about the foundation's approach to crisis funding and explorations about the complexities surrounding racial equity.

The Rising Trustees expanded their knowledge and understanding of our mission, thereby strengthening their readiness to serve on the board individually and as a group.

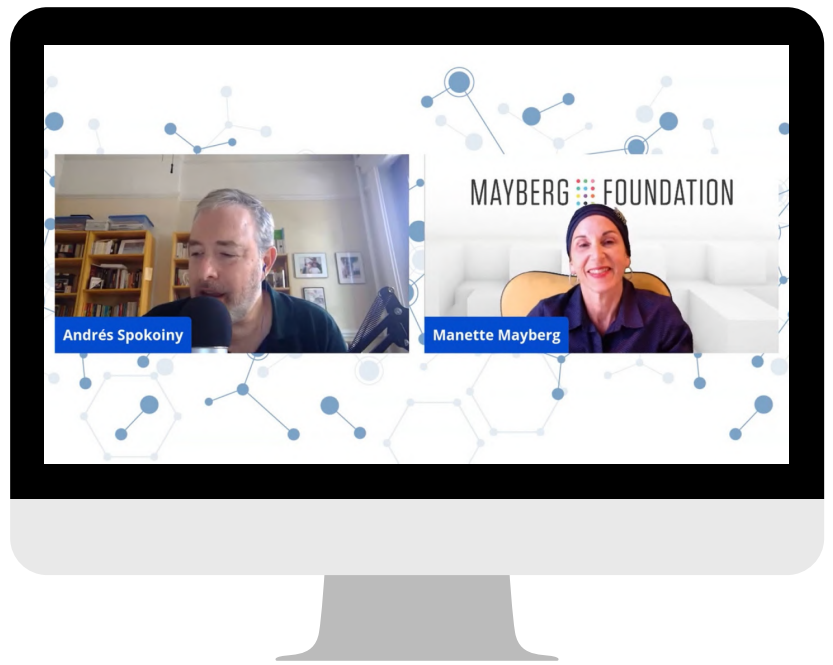


In the spirit of the connectedness of all Jews, the Mayberg Foundation welcomes people with diverse beliefs, practices and perspectives to our learning sessions. We value nuanced discussion and rigorous debate in a respectful, open environment. Guests frequently include our staff, Trustees, grantees, philanthropic partners, colleagues, other community members and friends.

Encouraging Others to Learn

In 2020, our Trustees and staff joined virtual programs as panelists, participants and facilitators for professional or lay development sessions for field leaders, funders and practitioners.

Trustees and staff authored thought-leadership articles about innovating Jewish education, published in *eJewish Philanthropy*, *Jewish Educational Leadership*, Prizmah's *HaYidion* and by The Lookstein Center.



Among other speaking engagements, Manette Mayberg participated in an interview about a funder's view on the impact of the pandemic on Jewish education with JFN President and CEO Andrés Spokoiny at Israeli-American Council-Tel Aviv University's ZoomOut Summit in the summer of 2020.

Louis Mayberg hosted a panel discussion featuring many of the DC Metro Area's Orthodox congregational rabbis, called: "As We Head Back to Shul: Insights and Inspiration upon our return from isolation to community."

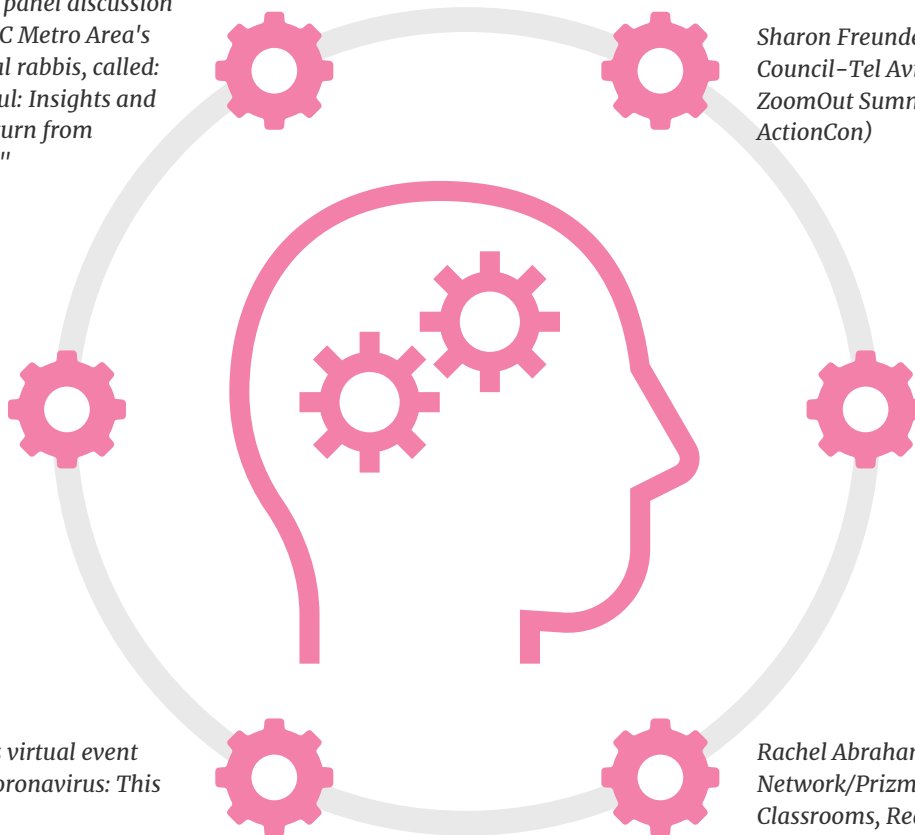
David Mayberg was selected to participate in the inaugural cohort of the Slingshot Fellowship, with nine other rising philanthropic leaders.

Todd Sukol (AEPi's virtual event "Nonprofits and Coronavirus: This Too Shall Pass")

Sharon Freundel (Israeli-American Council-Tel Aviv University's ZoomOut Summit and Momentum's ActionCon)

Rabbi Shmuel Feld (Jewish Education Project Day of Learning)

Rachel Abrahams (Jewish Funders Network/Prizmah's "Virtual Classrooms, Real Learning")



Leadership/Volunteer Work

Staff and Trustees serve on a variety of boards and committees, thoughtfully selected to heighten impact and deepen our own thinking and understanding of nonprofit needs.

We are honored to serve the community through the following lay positions:



MANETTE MAYBERG



Founding Board Member, Executive Committee, Chair of Education and Leadership Development Panel; Chair, Institutional Advancement Committee



National Vice President



Executive Committee



Steering Committee

LOUIS MAYBERG



Member of Amutah and Vaad



Board Member



Board Chair

TODD SUKOL



Finance Committee



Board Member



Board Member



Chair of the Leadership Transition Committee



Board Member



Board Member



Moments to Celebrate

MOMENTUM 10TH ANNIVERSARY CELEBRATION

On January 9, 2020, Momentum celebrated its 10th anniversary by honoring its founders called the “Utah 8,” including Manette Mayberg, who spoke about the auspicious, symbolic meaning of the number eight. The event brought together Momentum’s donors, sponsors, board members, trip leaders and staff to reflect back on the 10 years that brought Momentum from eight women to 18,000 individuals.



2020 ISRAEL INDEPENDENCE DAY TORCH LIGHTING CEREMONY

Lori Palatnik, founding director of Momentum, lit the “Diaspora torch” at the 2020 Israel Independence Day Torch Lighting Ceremony on April 28, 2020, celebrating Israel’s 72nd year of statehood.

THE HADRAN WOMEN’S SIYUM HASHAS IN JERUSALEM

Dr. Erica Brown, director of the George Washington University’s Mayberg Center for Jewish Education and Leadership, presented at the Hadran Women’s Siyum HaShas in Jerusalem on January 5, 2020. More than 3,300 women were in attendance to celebrate Torah study and thousands more joined via livestream.



Guiding Jewish Homes: MyZuzah

MyZuzah is bringing mezuzot to the doorways of diverse Jewish homes around the world.

MyZuzah, one of our operating programs, is helping to ensure that Jews understand the mezuzah's place in the history of the Jewish people, beginning with the Exodus from Egypt. As one sees a mezuzah on the doorway — the foundation of a Jewish home — it is a constant reminder of the values that are important to us.



Just as the Jews have kept the practice of affixing mezuzot, so too have mezuzot kept the Jews.

— Alex Shapero
MyZuzah Program Director



Over the summer, MyZuzah partnered with the OU's Project Community initiative, including teens in Southern NCSY.

When the coronavirus impacted international operations, partner engagement and partner support, MyZuzah reset its approach to focus on marketing, pivoting its in-person and personal program online. Using Zoom and video calls for virtual dedication ceremonies, the organization created a curated group dedication experience that includes learning, connecting and fostering community throughout the world.

CONFIRMED MEZUZOT INSTALLATIONS IN 2020

3,660

34

TOTAL NUMBER OF COUNTRIES RECEIVING MEZUZOT

MYZUZAH PARTNERS IN 2020, AN INCREASE OF 100 FROM THE PRIOR YEAR

150

12

NEW COUNTRIES WHERE MEZUZOT WERE INSTALLED SINCE THE PRIOR YEAR

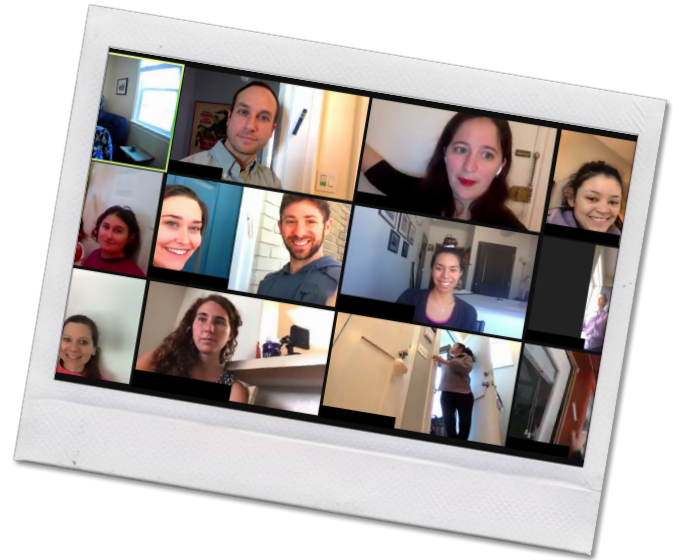
MyZuzah Stories



EDWARD ARRIOLA

After moving around over the past few years, Edward said that between school tuition, losing his job and juggling online school, “My home identity was barely hanging on. I lost my community and, because of COVID, I haven't been able to make a new one.

MyZuzah gave me an icon to remember who I am and connect me with my history. It sounds cheesy (milchig?) but having this simple connection to millennia of history all over the globe feels comforting, like I'm part of the tapestry of Jews again.”



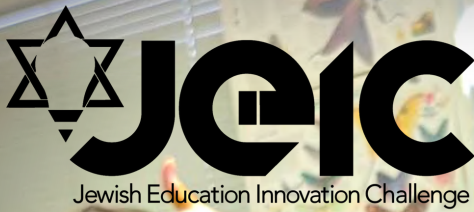
KELSEY PURRINGTON

As a military family, Kelsey from Anchorage, Alaska, noted that they move around a lot and do not always find a thriving Jewish community. “Now, during this pandemic,” she related, “it's hard to join a new community at all. A priority for me this time was to make sure our new house had a kosher mezuzah as soon as possible. Being so far away, being able to put up this mezuzah made me feel that much more connected to my Judaism and the community as a whole.”



ANTHONY WARREN

Anthony finished his conversion to Judaism in December 2019 and did not yet have a mezuzah. “I am a student and they are very expensive for my budget,” he explained. “Now my conversion feels truly complete and I can say I have a Jewish home.”



Guiding Jewish Journeys: JEIC

The Jewish Education Innovation Challenge (JEIC) catalyzes radical improvement in day schools.

JEIC Initiatives

WE FOCUSED ON **PERSONALIZED LEARNING**.

We rolled out offers for schools to sign up for subsidized asynchronous Judaic Studies courses provided by Lookstein Jewish Virtual Academy, Online Judaic Studies Courses on VHS and Sulamot. We initiated Asynchronous Learning Programs (ALPs, focused on personalized learning) — 24 schools participated in this program.

WE CONSIDERED HOW TO BRING **YOUNG TALENT TO THE FIELD**.

We kicked off an initiative to explore partners and approaches for attracting and cultivating Young Talent to Jewish education and began meeting with a wide range of potential partners.



“

When the coronavirus pandemic hit, JEIC adapted quickly to help schools through professional development and programs that lean on personalized learning approaches like Asynchronous Learning Programs (ALPs). We quickly rolled out professional development for Judaic Studies teachers in distance learning and concurrent learning.

— Sharon Freundel
JEIC Managing Director

”

JEIC Initiatives (Cont.)

WE EXPANDED IGNITION GRANTS.

Four Ignition Grants for God Expansion (IGGE) were awarded, including a community day school and a yeshiva so they could help their students strengthen their God relationship through music, art and research and writing divrei Torah (words of Torah). Each of the grants we gave is scalable across the denominational spectrum.



WE STRIVED TO CULTIVATE A FIELD OF CHANGE AGENTS.

We continued working on the Developing Embedded Expertise Program (DEEP) in which we convene 18 outside professional development organizations who work with Jewish day schools using the model of creating an in-house expert in each school to whom the teachers can turn once the program is embedded in the school culture. Participants met monthly in small group meetings, with a larger group gathering in May 2020. Participants shared issues and solutions with one another to help each other through their part of the COVID crisis.



In my Jewish Philosophy class, I asked students to interview a grandparent or parent about their own religious faith and experience. I cannot begin to tell you how moving and inspiring many of the responses were. The most common thread was "I've never heard my grandparent/father/mother talk this way before" and "I was so surprised/shocked/glad/moved. Now that I have heard about my parent's belief in God, I feel so much closer to him."

— From a letter sent to parents by one of our God Expansion Grantees



WE OFFERED THOUGHT LEADERSHIP TO THE FIELD.

The JEIC team is regularly invited to take a seat at the table in national conversations about field change, innovation and excellence in Jewish education. We participated in national conversations about how Jewish day schools were coping with the challenges of 2020 with organizations such as Prizmah, Jewish Federations of North America, the Israeli-American Council and others.

WE EXPLORED IDEAS AT THE INNOVATORS RETREAT.

Our 2020 Innovators Retreat, "HaMakom: Expanding Space for God," pivoted quickly from an in-person convening to a remote one-hour event on Zoom. We had 116 participants, including 12 who had never before attended an Innovators Retreat. We heard inspiring words from speakers and then broke into smaller groups to discuss one of three topics, all related to the new reality of school functioning during a

global pandemic: spiritual support, emotional support and uplifting war stories. Despite a few technical glitches, the retreat was well received and people gave us positive reviews in our post-retreat survey.



Mayberg Foundation Around the World

In addition to Jewish education and outreach, we support individuals and families with various community building and relief work in the Washington, DC metro area, across the United States, in Israel and around the world.



COVID Funding

The Mayberg Foundation realizes our responsibility to help those in need in our local communities. This year was no exception.

As a result of threats to the nonprofit organization infrastructure in 2020, we stayed true to our principles, while reevaluating strategy and approaches. We ramped up our beneficiary assistance in the face of our grantee clients experiencing unexpected expenses, lost fee-for-service revenues, unsettling programmatic shifts and instability of donative revenue.

Technical support and consulting are impact strategies we use regularly at the Mayberg Foundation and since the pandemic began, we have increased these services. In the words of our executive director, Todd Sukol, "During a crisis, putting your money where your mouth is sometimes necessitates putting your hands and feet where your money is."



— TOP 5 PILLARS — FOR CRISIS PHILANTHROPY



STAY TRUE TO PRINCIPLES EVEN AS YOU REEVALUATE THEM



OFFER YOUR TIME WHERE YOUR MONEY IS



RELIEVE SUFFERING LOCALLY



DOUBLE DOWN ON LEARNING



LOOK FOR NEW OPPORTUNITIES

Seizing Opportunities in a Crisis – Catalyzing Local Partnerships

The greater Washington DC area, where the Mayberg Foundation is based, boasts an extensive network of Jewish social service agencies serving Jews and non-Jews in the region. We are proud that many of these organizations have been long-standing grantee clients in service of a core Jewish commitment to provide help to people in need in one's own local community.

In 2020, The Jewish Federation of Greater Washington and Jewish Social Service Agency initiated 703-J-CARING: the Jewish Community Support Line, staffed by professionals from the Jewish Social Service Agency (JSSA). Staff are trained to provide caring, personalized assistance and to refer people to a wide array of Jewish and nonsectarian nonprofits, government agencies and other Jewish communal groups offering necessary services. Within just a few months, nearly 200 people called for referrals to over 40 organizations (Jewish and nonsectarian). It already seems evident that the J-Caring support line will be needed far past the pandemic.



Request Fulfilled: Yad Yehuda, a greater Washington tzedekah organization, received an increased grant to expand the work that they are doing in the pandemic — providing food boxes for families with children, individual shopping slots at their free pantry, clothes and money for unexpected expenses. They've even begun working with local, state and federal programs — a big step up from the tiny charity they were just one year ago.

Staying true to our core values, we worked closely with locally based grantee clients to respond to the pandemic. Staff and Trustees played two roles in the DC area's Jewish communal response to the crisis:

Louis Mayberg served on The Jewish Federation of Greater Washington's Emergency Response Committee, offering guidance on the direction and structure of financial support for local agencies and nonprofits in their operations and assistance of people in need. He helped the committee make measured decisions based on immediate needs and the long-term needs for the infrastructure of the Jewish community.

Rebecca Weisman helped The Jewish Federation of Greater Washington and Jewish Social Service Agency plan for the launch of the J-Caring line, offering a more streamlined, comprehensive system of support for people in need.



Our Trustees

MANETTE MAYBERG

Manette Mayberg’s passions are her family and philanthropy. When asked if she works, she answers, “I invest in the Jewish people,” which has been the case since she traded working for salary to volunteering her time for fulfillment 20 years ago. With her husband, Mrs. Mayberg serves as a trustee of the Mayberg Foundation. In this capacity, she founded the Jewish Education Innovation Challenge (JEIC) in 2012 and MyZuzah in 2017. She also is a co-founder of Momentum (formerly Jewish Women’s Renaissance Project) and conceived and developed over a decade ago the annual Shalva Celebrity Chef event.

Mrs. Mayberg is a national vice president of the Orthodox Union, and she serves on the Mosaic United Steering Committee. Mrs. Mayberg also sits on the executive committee of the Berman Hebrew Academy. As a thought leader in the Jewish philanthropic sector, Mrs. Mayberg has authored opinion pieces on Israel and Jewish education, published in Prizmah's *HaYidion*, *eJewish Philanthropy*, *Washington Jewish Week* and *Aish.com*.

LOUIS MAYBERG

Louis Mayberg’s career spans over 38 years in the financial services and investment industries. He is CEO of CyLogic Inc., a cloud computing infrastructure and end point protection provider. He is a co-founder and principal of ProShares and ProFunds, Exchange Traded Funds and Mutual Funds, where he served as president.

In 1986, he co-founded National Capital Companies, LLC, an investment banking firm where among other things, he managed its financial services hedge fund. Mr. Mayberg also spent more than a decade working on inner city urban renewal projects helping low-income working families purchase affordable homes.

A trustee of the Mayberg Foundation, Mr. Mayberg is an active community volunteer and philanthropist, serving on international, national and local boards. He is a member of Aish Hatorah’s Amutah and Vaad and is Hillel board chair at his alma mater, George Washington University. His most impactful philanthropic initiatives include the Mayberg Center for Jewish Education and Leadership, Momentum (formerly the JWRP) and the Jewish Education Innovation Challenge.

— Rising Trustees —



David Mayberg



Brielle Mayberg Halbert



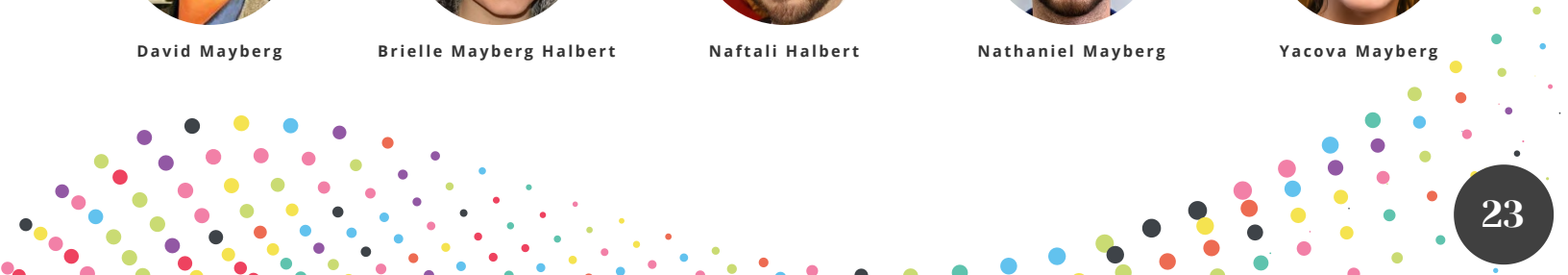
Naftali Halbert



Nathaniel Mayberg



Yacova Mayberg



Our Staff Team

Because the Mayberg Foundation’s operational structure is different than most grantmaking foundations, our staff team has a very different composition and character. Our dynamic team has deep experience on both sides of the fundraising table, in Jewish learning and a wide array of business and nonprofit experience, including leadership development, governance, fundraising, administration, finance and business operations. We are as diverse in outlook and work style as we are in skills, making for a lively environment in which we challenge, learn from and appreciate one another as well as our grantees.



Todd J. Sukol
Executive Director

Leading the Mayberg Foundation team is our Executive Director, Todd Sukol. Todd’s characteristic approach to blending apparent opposites into fresh new strategies was honed over the past 30 years working in and around the nonprofit sector. Previously, Todd was President and Lead Consultant for Do More Mission, Executive Director of the Koby Mandell Foundation and Principal at a marketing and communications firm.



Amanda Mizrahi
Managing Director



Rebecca Weisman
Senior Communications
Officer



Rachel Mohl Abrahams
Senior Advisor, Education
Grants and Programs



Tyler Grasee
Associate Manager,
Grantmaking



Sharon Freundel
Managing Director,
JEIC



Rabbi Shmuel Feld
Founding Director,
JEIC



Alex Shapero
Program Director,
MyZuzah



Julie Lobb
Program Associate,
MyZuzah



John Caponiti
Finance Manager



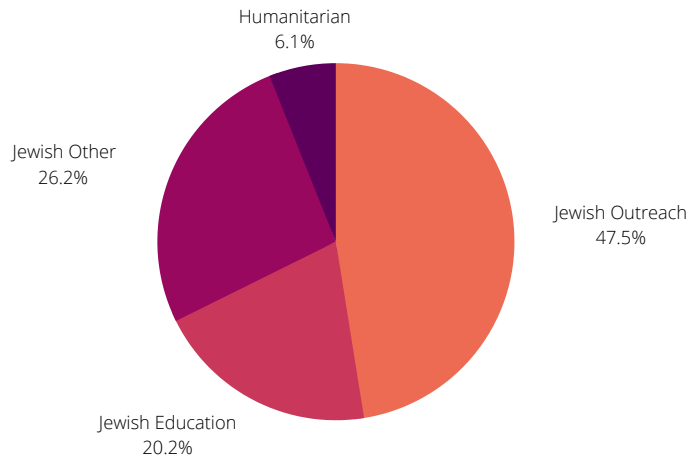
Marni Darby
Office Manager &
Executive Assistant



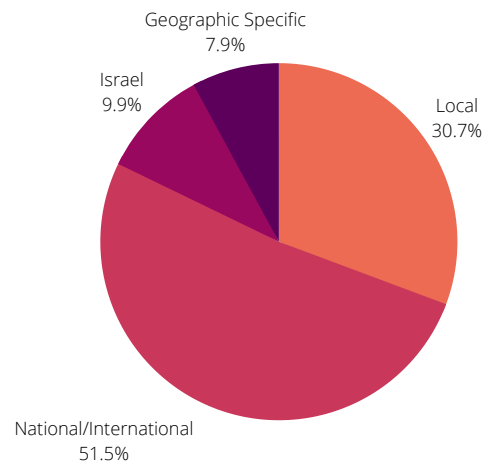
Financials

10 organizations, including five that were new to the Foundation in 2020, received support directly related to helping those in need, especially those impacted by the pandemic.

GIVING BY INTEREST AREA



GIVING BY LOCATION



MAYBERG FOUNDATION

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