



JEWISH FREE LOAN ASSOCIATION

annual report
2010

Dear Friends of Free Loan,

When the Jewish Free Loan Association (JFLA) founders gathered together to form the Agency in 1904, they probably never realized that the seemingly simple idea of recycling to help the community would prove to not only be a concept ahead of its time, but would enable JFLA to thrive for more than 100 years.

We now have more than **\$9.6 million** in interest-free loans circulating throughout Greater Los Angeles, and have assisted more than 1,200 clients over the past year. We continue to maintain a repayment rate **greater than 99%**, and as loans are repaid, new loans are made, perpetuating a cycle of hope.

We have provided critical assistance to clients enduring financial hardships as a result of the current economic climate. Our loans have enabled clients to remain in their homes and pay mounting bills while they search for new jobs or change careers. It is only with the continued support of donors like you that we can help our clients navigate through these challenging times.

This year we saw the creation and expansion of several loan programs. The *Maurice Amado Foundation Student Loan Fund* expands our successful student loan program by providing interest-free loans on a non-sectarian basis for post-secondary education. And the *Lieblich Loan Fund for Students of Music* provides interest-free loans to students of all faiths at the Colburn School.

Although we have been recycling our dollars for more than 100 years, we have now officially joined the growing “green” movement through the creation of the *Green Loan Fund*. This new program provides loans specifically for environmental upgrades to homes and small businesses, including energy efficient appliances and drip irrigation systems.

In May, we celebrated JFLA’s 106th Anniversary at our Annual Gala Awards Dinner, “JFLA Celebrates...An Evening of Inspiration.” The event recognized five outstanding philanthropists and community leaders, including our CEO, Mark Meltzer, for his 30 years of service to the Agency. The event was a tremendous success and helped us raise additional operating funds.

We are proud of the invaluable service we provide to the community. We know these are difficult times for everyone, and we are deeply grateful for your support and your belief in our mission.

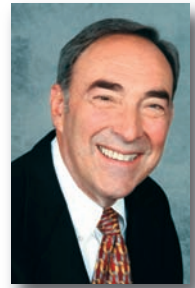
Most sincerely,



Erwin Diller, *President*



Erwin Diller



Mark Meltzer



Mark Meltzer, *CEO*

why we give to JFLA

The generous support we receive from our donors allows us to provide interest-free loans to the community. We asked a few donors what motivates them to contribute to JFLA. Here are their answers:

"JFLA is an inspirational organization that provides interest-free loans with dignity and utmost respect toward the borrower when they are most vulnerable and needy. This respect and philosophy is what inspires us to continue to support and donate to this organization."

- Alan M. Spiwak, Past President & Sheila Baran Spiwak, Los Angeles

"We love what JFL does to help those in need..."

- Debbie & Rick Powell, Santa Monica

"JFLA not only provides financial assistance, it offers recipients dignity and pride upon fulfillment of their responsibility. If JFLA does anything, it instills self-esteem within those it helps. Therein lies its greatest contribution."

- Jonathan Mitchell, President, Edward D. & Anna Mitchell Family Foundation, Los Angeles

"We give to Jewish Free Loan because if Jews don't care for Jews, who will?"

- Alan & Brenda Abramson, Beverly Hills

See page 11 to learn about the many gift opportunities available at JFLA.

thank you JFLA

Here are a few words from grateful clients who were assisted during the past year:

"I want to express my deepest gratitude for your assistance in helping me in my time of need. A load was lifted off my shoulders when I received your check. I cannot express the joy I felt when I made my last payment. Thank you for having faith in me."

"As I look over what seems like a mountain of bills and the interest incurred, I'd like to tell you just how very grateful I am to have your loan free of interest. Thank you very much for the service you have provided me. It makes a very big difference in my life."



"The loan you gave me allowed me to enter into a Masters Degree program. I graduated with my MBA last week. I want to thank you so much! You helped change my life forever."



JFLA loan programs

- *Abecassis Small Business Loan Fund*
- *Abecassis Loan Fund for University of Santa Monica Students*
- *Maurice Amado Foundation Student Loan Fund*
- *American Dream Loan Fund*
- *Max & Anna Baran, Ben & Sarah Baran & Milton Baran Small Business Loan Fund*
- *Newton D. & Rochelle F. Becker Graduate Student Loan Fund*
- *Newton D. & Rochelle F. Becker Israel Experience Loan Fund*
- *Anna & Harry Borun Foundation Student Nurse Loan Fund*
- *The Brandman Foundation Loan Fund for Nursing Students*
- *Chasin Family Micro-Enterprise Loan Program*
- *Dr. Penrose Desser & Dr. Bella Schimmel Student Loan Fund*
- *Morris Doberne Campership Experience Loan Fund*
- *Emergency Loan Fund*
- *Max Factor Family Foundation Loan Fund for Students of Public Health*
- *First-Time Homebuyers Loan Fund for Jewish Day School Teachers*
- *Forest Family Loan Fund*
- *Rosslyn & Katherine Gaines Loan Fund for Hearing Impaired Students*
- *Green Loan Fund*
- *Ruth & Jack Hirsch Family Art Student Loan Fund*
- *Iranian Émigré Loan Fund*
- *Jewish Communal Student Loan Fund*
- *Jewish Community Foundation Loan Fund*
- *Kopelove Family Home Healthcare Loan Fund*
- *Kornfeld Accounting Student Loan Fund*
- *La Kretz Small Business Loan Fund*
- *Lerner Family Adoption & Fertility Assistance Loan Fund*
- *Lieblich Loan Fund for Students of Music*
- *Edward Meltzer Student Loan Fund for Undergraduate Students*
- *ORT Student Loan Fund*
- *The Albert Parvin Foundation Applied Education Loan Fund*
- *The Rick, Debbie, Jeremy and Ashley Powell Family Women in Business Loan Fund*
- *I. William Schimmel & Blanche I. Schimmel Law Student Loan Fund*
- *Abby Sher Loan Fund for Life Cycle Events*
- *Silbert-Goldman Women & Children in Crisis Loan Fund*
- *The Patricia & Stanley Silver Art Student Loan Fund*
- *Victor & Nancy Snider Educational Loan Fund*
- *James Spada Loan Fund for Persons with AIDS*
- *Mitchell J. Stein Student Loan Fund*
- *Sylvia W. & Carl Titelman and Alan Titelman Memorial Emergency Loan Fund*
- *Rose Weisstein Soviet Émigré Loan Fund*
- *Sylvia & David Weisz Family Entrepreneurial Loan Fund*
- *David & Lillian Zerner Family Day Camp Loan Fund*
- *Ruth B. Ziegler Loan Fund for Families of Children with Autism & Special Needs*
- *Ziering Family Student Loan Fund*



JFLA recycles: how our program works



**your contributions are
recycled over & over**



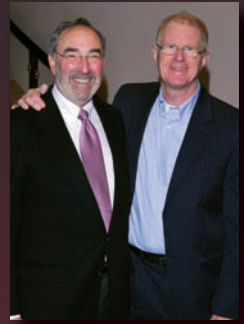
year in review



Mark Meltzer, Joyce Brandman,
Ed Meltzer and Sue Meltzer



Dr. Louise Horvitz
and Elliot Friedland



Mark Meltzer and
Ed Begley, Jr.



Mark Meltzer and
Aron Abecassis

Photographs courtesy
of Louis Raynor

JFLA Celebrates...An Evening of Inspiration

On May 26th, JFLA held its Annual Gala Awards Dinner, "JFLA Celebrates...An Evening of Inspiration" at the Beverly Hills Hotel. The event featured five prominent philanthropists and community leaders, and celebrated JFLA's 106 years of interest-free lending. The agency presented the *Mitchell Family Foundation Philanthropy Award* to major donor Aron Abecassis; the *Nathan Shapell Memorial Lifetime Commitment Award* was presented to benefactor Dr. Louise Horvitz and her late husband, Herbert; the *Ben & Anne Werber Communal Service Award* was presented to Mark Meltzer, JFLA CEO, in honor of his 30 years of exceptional service to the Agency; and the *Salter Family Foundation Client Recognition Award* was awarded to Allan Marion, owner of Allan Jeffries Framing. Guest speaker Ed Begley, Jr., actor and environmentalist, spoke about his involvement with the Agency and the founding of our newest program, the *Green Loan Fund*. Guests at the event enjoyed a performance by virtuoso violinist Sam Fischer, a new agency video, and a running feed of the Tribute DVD.

If you would like a copy of the Tribute DVD, please contact Elana Vorspan at (323)761-8838.

Save the Date for our upcoming Annual Gala – Thursday, June 2, 2011.



year in review: loan programs



Maurice Amado Foundation Student Loan Fund

Launched in Fall 2009, the *Maurice Amado Foundation Student Loan Fund* offers annual loans of up to \$3,000 on a non-sectarian basis to full-time students enrolled in undergraduate or graduate programs. Payments are reduced while a student is in school, increasing three months after graduation.

Lieblich Loan Fund for Students of Music

Joining our successful student loan programs is the *Lieblich Loan Fund* for Students of Music, providing interest-free loans of up to \$8,000 to students of all

faiths enrolled at the Colburn School in downtown Los Angeles. Students can apply for assistance to help cover instrument purchases, and travel and costume expenses for performances. Payments are reduced while students are in school, and increase three months after graduation.



green loan fund



In January, we launched one of our most innovative ventures, the *Green Loan Fund*, at an exclusive event held at a private home in Brentwood. Featured speakers included Ed Begley, Jr., actor and environmentalist and a key player in developing the fund guidelines, and David Nahai, Senior Advisor to the Clinton Climate Initiative. The fund provides loans of up to \$5,000 for environmental upgrades to residences and small businesses. Upgrades include compact fluorescent light bulbs, energy star appliances, double pane energy efficient windows, drip irrigation systems, additional insulation, ceiling fans and other improvements that capitalize on helping to preserve the earth. Clients must first participate in a home energy audit to qualify for the program. "The JFLA is taking an important step toward encouraging green living and protecting our environment," said Ed Begley, Jr.



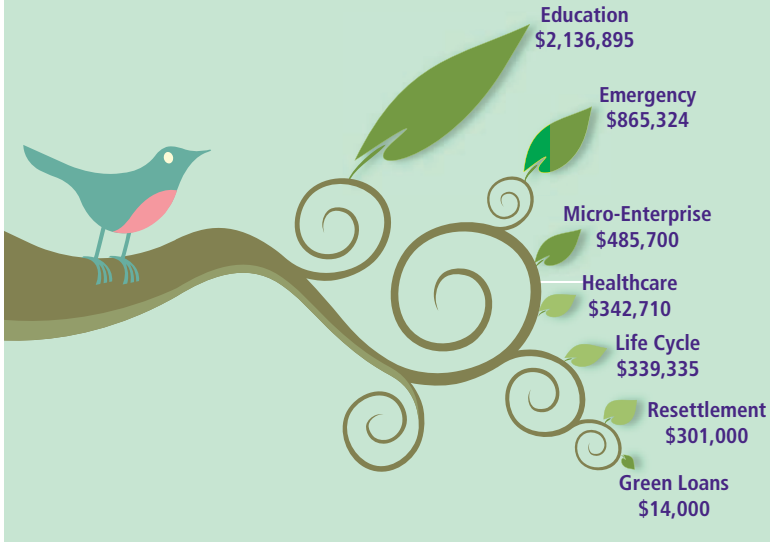
*Ed Begley, Jr., host Leslie Aronson,
Mark Meltzer*

Photograph courtesy of Louis Raynor



financial highlights

Total Dollars per Category Fiscal Year: September 1, 2009 – August 31, 2010



audit excerpts

This financial information has been excerpted from audited financial statements for the fiscal year ending **August 31, 2009**.

Total Assets	\$ 14,128,378
Liabilities	\$ 1,086,923
Net Assets	\$ 13,041,455
Total Public Support, revenue and other additions	\$ 2,067,270
Expenses	\$ 1,509,042
Increase in Net Assets	\$ 558,228
Net Assets, Beginning of Year	\$ 12,483,227
Net Assets, End of Year	\$ 13,041,455
Contributions Receivable One-Five Years	\$ 1,549,624

A complete set of financial statements audited by RBZ, LLP is available by written request to the JFLA Treasurer.

financial highlights

Fiscal Year: September 1, 2009 – August 31, 2010

Loans Distributed

1,262

Total Amount Distributed

\$4,484,965

Total Outstanding Loans

\$9,660,799

Increase in Outstanding Loans from Fiscal Year 2009:

\$758,283

Number of Loans
per Category:

Green
Loans
3

Micro-
Enterprise
37

Lifecycle
48

Education
622

Emergency
413

Resettlement
87

Healthcare
52



gift opportunities

Gifts to JFLA make a significant impact on the lives of those who need a helping hand. A donation to JFLA can help clients cover a month's rent, repair a car, start a new venture, earn a college degree, and so much more. We rely on the support of our donors to provide our unique service to the community.

Several gift opportunities are available:

Annual Membership Campaign

JFLA's Annual Membership Campaign provides critical operating income that enables us to continue providing interest-free loans on a weekly basis. Member benefits include: Annual Report recognition; Invitations to special events.



Creating New Loan Funds

Establishing a new loan fund for a program of your choice allows you to see the direct impact of your donation dollar for dollar. A gift of \$250,000 endows a loan fund that recycles in perpetuity because as loans are repaid, new loans can be made.

Legacy Society

The JFLA Legacy Society helps ensure the future of the agency through planned giving. There are several planned giving options available, including:

- A charitable gift annuity
- A bequest through your will or trust.
- Naming JFLA as a sole or partial beneficiary of a life insurance policy.

For more information about support opportunities or to make a contribution to JFLA, please visit www.JFLA.org/donate or contact (323)761-8839.



2010-2011 JFLA board of directors

We are thankful to the following individuals
for their volunteer service on the JFLA Board of Directors.
Their support, vision and input are critical to the success of the Agency.

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Vice Presidents

Aaron Bloom
Marshall A. Gluchow
Stan King
Thomas Walsmith

Treasurer

Paul Shane

Assistant Treasurer

Leslie Aronzon

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Alan Spiwak*
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**Past President*

JFLA staff

Mark Meltzer
Executive Director/CEO

Bronya Bobrov
Fiscal Manager

Jessi Cazary
Administrative Assistant

Elliot Friedland
Director of Major Gifts

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*Director, Foundation &
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Adina Kraus
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(Valley Office)*

Elana Vorspan
Director, Program & Marketing



www.JFLA.org

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