



Kivun Legacy Initiatives (“KLI”)

WHITE PAPER

Our Generation’s Challenge

Since the horrific events of October 7th, 2023, there has been an outpouring of support for Israel and a reawakening of the importance of Jews assisting Jews. Many philanthropists outside of Israel are asking, "Where should I donate?" and "How can I maximize the impact of my contribution?" KLI has been designed to answer these questions by offering a clear, strategic, and impactful pathway for giving.

The Response

KLI is built on the principle that transformative change begins at the grassroots level, with the guidance and involvement of the stakeholders and communities and needing assistance, and by empowering smaller organizations which deliver outsized impact. KLI complements the work of major Jewish organizations by addressing gaps in support, funding hyper-local initiatives, and empowering smaller grassroots efforts. KLI provides an innovative, results-driven solution to these pressing questions, serving as an impactful alternative for philanthropists seeking to assist Israel and the Jewish people effectively.

Each Donation is an investment

Every contribution to KLI is more than just a donation—it is a meaningful investment in the people of Israel, evaluated one person and one community at a time. Through its Smart Partners portfolio, KLI carefully allocates resources to maximize the return on each contribution, measured by the lives positively impacted and the transformative changes brought to communities. By framing donations as investments, KLI ensures that every dollar drives meaningful, grassroots progress for Israel and the Jewish people.

Introduction to KLI

The Kivun Legacy Initiatives ("KLI") www.kivun.com is a philanthropic funding platform launched by The Greenwald Family Impact Foundation (TGFIF), a registered 501(c)(3), FEIN 99-0705933. Its mission is to amplify the impact of philanthropic giving to the Jewish community in Israel and beyond. By aggregating donor contributions and strategically allocating resources to vetted organizations, KLI ensures that every dollar donated creates meaningful, sustainable change. Inspired by Wall Street’s fund-of-funds approach, KLI employs a professionally managed, results-driven funding ecosystem to maximize efficiency and transparency, serving as a true force multiplier.

KLI’s Core Structure

1. Areas of Impact (AOIs)

AOIs are overseen by KLI advisory board members, comprised of domain experts and experienced professionals, to ensure strategic alignment and maximize the effectiveness of each initiative. KLI focuses on specific AOIs, targeting some of the most pressing challenges in Israeli society. Each AOI features up to five "Smart Partners"—carefully

selected organizations recognized for their ability to deliver measurable results. These partners, often small to mid-sized local groups, lack robust fundraising and advisory infrastructure but excel in their respective missions. Through KLI's resources and support, these organizations gain essential tools to expand their reach and enhance their impact.

The Initial Areas of Impact "AOIs"

A) Soldier Welfare

- Provides critical support to active-duty soldiers, reservists, and their families.
- Supplies essential items such as warm clothing, boots, and hydration gear.
- Organizes appreciation events and offers mental health services, career transition programs, and reintegration initiatives.

B) Safety and Security

- Enhances the safety of Jewish communities in high-risk areas.
- Funds security infrastructure, emergency preparedness, and response training.

C) Resiliency

- Addresses mental health challenges such as PTSD and supports at-risk youth.
- Provides counseling, crisis intervention, and long-term support for widows and orphans.

D) Food Insecurity, Women, and Children at Risk

- Combats hunger and supports vulnerable groups, including single mothers, orphans, and underserved children.
- Funds food banks, shelters, and educational programs.

2. Smart Partner Model

For a detailed list of vetted Smart Partners, refer to the Smart Partners Addendum. Each AOI includes up to five "Smart Partners" selected based on:

- Proven success in their field
- Alignment with KLI's goals.
- Capacity to scale with KLI's support.
- Annual evaluations to ensure accountability and determine eligibility for continued funding.

3. Donor Flexibility and Portfolio Exposure

Donors gain immediate access to a portfolio of vetted, impactful organizations, ensuring their contributions make a tangible difference.

By leveraging KLI's Smart Partners' institutional knowledge, donors benefit from deep expertise and on-the-ground insights that are challenging to acquire independently. This "piggybacking" gives donors confidence that their contributions support high-impact initiatives, eliminating the need for individual vetting or extensive research.

Whether you are a major donor seeking to fund strategic initiatives or an individual contributor looking to make a meaningful impact, KLI offers flexible pathways to invest in transformative grassroots change.

Contributions can be directed to:

- Focused Giving: Targeting a specific AOI aligned with the donor's passion
- Pro Rata Distribution: Spreading contributions across all AOIs for a balanced impact.
- Significant Gift Opportunities: Offering naming rights or specific project sponsorships to recognize major contributions.

4. The Value of Aggregated Giving

KLI empowers communities to identify and address their challenges locally while aligning with broader Jewish values and global goals. This grassroots strategy ensures that every dollar creates direct, lasting benefits for individuals and their communities.

a. Support for Underserved Organizations

KLI focuses on small to mid-sized organizations with underdeveloped and untapped potential, ensuring that transformative outcomes are achieved for both the partners and the communities they serve. These organizations operate at the grassroots level, addressing local needs that are often overlooked, and ensuring the funding creates direct, tangible benefits for individuals and their communities.

b. Vet, Mentor, Fund, Monitor

By thoroughly vetting organizations, mentoring and monitoring progress, and providing transparent reporting, KLI fosters donor confidence through measurable outcomes.

c. Experienced Management

KLI's expert management minimizes inefficiencies, optimizes resource allocation, and ensures every dollar works harder to create impact.

d. Maximized Impact

Aggregated donations enable funding for the expansion of larger, high-impact projects that individual contributions alone might not achieve.

Why Donate to KLI?

- Force Multiplier: Aggregated giving amplifies the impact of every dollar.
- Transparency: Regular updates provide donors with accountability and measurable results.
- Tax Deductibility: Contributions are tax-deductible, offering financial benefits.
- Expertise: KLI's strategic approach maximizes the effectiveness of each donation.

Through the Kivun Legacy Initiatives, TGFIF enables donors to support impactful organizations often overlooked or inaccessible, providing a trusted, transparent pathway to meaningful change. This creates lasting, positive change for Israel and the Jewish community.