

**IN THIS
MOMENT,
YOU CAN
TURN
TO US**

2020 ANNUAL REPORT
SPECIAL COVID UPDATE

JFLA Jewish Free
Loan Association
You can turn to us.

FROM THE EXECUTIVE DIRECTOR

Dear Friends,

Jewish Free Loan responded immediately when the shutdown began in March, and we have not stopped helping since.

Our clients are facing dire challenges, struggling to provide the basic needs of life for themselves and their families. Day after day, clients contact us and tell us that they were laid off, their hours were cut, or their small businesses are under water.

Many contracted COVID-19 or have family members who are ill. They are not able to work as usual. Others are living with seniors, or immune-compromised relatives and are not able to work at all.

JFLA is here for all of them.

We pivoted our program quickly to make our interest-free loans more accessible. For the first

time ever, JFLA made loans to the unemployed, and small loans to folks with references, instead of guarantors. Our objective was, and continues to be, to get money into the hands of people who desperately need it.

As we look to an uncertain future, JFLA will continue to be a lifeline to those in need. We are committed to helping Angelenos of all backgrounds, ethnicities, and faiths. We have been here for 116 years and will continue to be a vital resource providing economic relief.

Thank you for your belief in our program.



Rachel Grose,
Executive Director

OUR CORE WORK REDUCES BARRIERS



Left to right: Bruce Whizin, Sarah Dusseault, and Annabelle Gurwich



The event featured a performance by The Urban Voices Project, a choir comprised of homeless and formerly homeless people.

FACING HOMELESSNESS EVENT

JFLA tackled housing insecurity with an initiative designed to bring awareness and relief to those living on the edge of becoming homeless. This initiative was spotlighted with a Facing Homelessness event honoring Sarah Dusseault, Vice Chair of LAHSA, and Bruce Whizin, philanthropist. The event host was Annabelle Gurwitch, author, actor and activist, and featured The Urban Voices Project, a choir comprised of homeless and formerly homeless people.



WE HELP SMALL BUSINESSES



When COVID-19 hit, Hyeyoung turned to JFLA for a loan to pay for maintenance, utility bills, and new equipment for her Koreatown business, Catalina Lavanderia.



In ordinary times, JFLA's small business loan program is an amazing resource for entrepreneurs who are trying to launch a business without credit history or collateral, for business owners expanding their operations, or for those who do not qualify for a traditional bank loan.

The challenges wrought by COVID-19 are overwhelming to small business owners and gave rise to a 125% spike in inquiries for JFLA's small business interest-free loans.

JFLA assisted over 100 individual business owners for all sorts of reasons, including support when PPP wasn't available, wasn't enough, or after the program ended.

Our clients have repaired, re-organized, made payroll, and resisted 'going under' with a JFLA emergency small business loan.



During the COVID-19 shutdown, JFLA provided a safety net for Dog-E-Den, a pet hotel with two locations owned by Gene Barash.



JFLA helped Mark and Dorothy get through the COVID-19 shutdown.

MARK AND DOROTHY

Mark and Dorothy were on a chartered tour bus with a large group of friends when the bus suddenly swerved and flipped on its side, killing one and injuring others. That momentous event led them to their life's mission, to teach as many new drivers as possible to drive safely. Primo Driving Schools was established in 2012. Unfortunately, when the coronavirus forced Mark and Dorothy to shut their business, they needed help to pay their employees. JFLA was there to give them a loan to make sure that all of their employees received their salaries on time, and in full.

LUDMILA

Ludmila was living the American dream. Born in Moldova, Ludmila came to the US in 1994 and opened a small shop doing alterations. Three previous loans from JFLA helped her grow her

business into a high-end couture salon, where she created exceptional stage outfits and evening gowns.

As the COVID-19 pandemic hit, Ludmila's commissions were cancelled one after another. Her first priority was to keep her 3 staffers employed, so she pivoted her business and began making masks. Ludmila needed start-up funds for this new venture so she turned to JFLA for her fourth small business loan. The loan not only enabled her to keep her current staff employed, but also add a new person to help with e-commerce.

Ludmila Couture has now produced thousands of masks. "The loan is amazing. Because of this loan I can survive and grow my business. I cannot even tell you how happy I am to know that JFLA is there. It's not just business. I count on JFLA for my family," says Ludmila.



A small business loan from JFLA helped Ludmila pivot her business during COVID-19 and keep her staff employed.

WE HELP PEOPLE IN NEED



JFLA helped single-mom Susan pay for rent, food, utilities, and school supplies when she contracted COVID-19.

The heart of JFLA is the emergency loan program.

In the age of the coronavirus pandemic, JFLA's inclusive and expansive help encompasses housing, childcare and remote learning needs, in addition to medical and dental emergencies, security deposits, moving expenses, first and last month's rent, basic furniture, eviction prevention, car repairs, food, and prescription drugs.

Today, we are making riskier loans than ever before in an effort to help people who are unemployed, or having trouble finding guarantors.

Without a small interest-free loan, some people would find themselves homeless, without childcare, or unable to get medical treatment.



Emergency or
General Loans

CELINA

When Celina, an IHSS worker, tested positive for COVID-19 on July 20th, she had to stop working. She came to JFLA seeking a loan to stay current on her rent and feed her children. JFLA gave her an interest-free loan of \$1,000, which made all the difference until Celina was healthy enough to go back to work in September.

SUSAN

Susan, a single mother of five worked in retail. When she contracted COVID-19 in July, she was forced to take unpaid leave, and she fell behind on her rent and utilities. She was also worried about feeding her kids and making sure they had the supplies they needed for school. The loan Susan received from JFLA allowed her to pay her bills, purchase food for her family, and gave her some much-needed peace of mind during a very stressful period.

MENDY

When Mendy tested positive for COVID-19 in June, she was out of work for a full month although, thankfully not hospitalized. As a result of her illness, Mendy fell behind on two and a half months of rent, and utility bills. On top of that, she had to pay for her daughter's college tuition without the help of her ex-husband. As a single mother of four daughters, Mendy had a lot on her plate. She reached out to JFLA for a \$4,000 interest-free loan. "I'm up and running again. Thank you so much," she said.



When Celina tested positive for COVID-19, JFLA helped her overcome food and housing insecurity.



JFLA helped Mendy with rent, utilities, and other expenses when she tested positive for COVID-19 and was out of work for a full month.

WE INVEST IN STUDENTS



Student
Loans

Helping students get a post-secondary education, or vocational training in their chosen field, has been at the core of our work since the mid 1980s. JFLA is an invaluable partner to post-secondary students who need loans for tuition, books, and living expenses.

During the pandemic, JFLA recognized the challenges of distance learning for school-aged kids and expanded loan eligibility to include parents and caregivers of school-aged kids for hardware, software, internet connectivity, and childcare.

ANDREA

For most students, graduating from Cal State Dominguez Hills is a triumph.

For Andrea, an emancipated foster youth, it was also a new stressor. She would now have to find a place to live without a confirmed job, or a

familial safety net. Andrea had nowhere to turn. Luckily, she knew that JFLA helps emancipated foster youth and her loan was approved quickly. She was able to get the cash she needed to move into an apartment. "This loan will help me with find a place, pay a deposit and first month's rent. I know what it feels like to be homeless-I don't ever want to go back to that dark place," says Andrea.



JFLA was a safety net for Andrea, a recent Cal State Dominguez Hills graduate.



WE INVEST IN LIFE



Left to right: Alan and Emily Feit, Dr. Mayim Bialik, Rachel Grose, Dr. Robert Boostanfar, Dr. Felicia Ota.



Jeff and Nicole Rosenson with Avery, born 18 months ago thanks, in part, to an interest free loan for IVF.

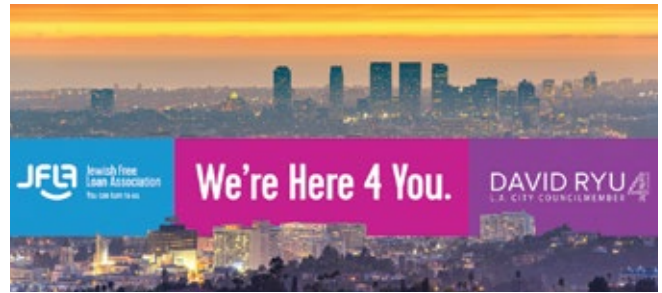
FEIT 4 KIDZ GALA

The sixth Feit 4 KidZ Gala rocked the Luxe Sunset Blvd. Hotel on November 23rd, 2019, celebrating the achievements of the Feit 4 KidZ Fertility Loan Fund: \$2.8 million lent to 201 couples and individuals, and the birth of 42 precious babies since 2013. Mayim Bialik presented Amanda Naor, infertility advocate and storytelling photographer, with the Infertility Advocate Award, and Maya Grobel and Noah Moskin, filmmakers, *One More Shot*, a documentary about infertility, loss, and making modern families, with the Media Spotlight Award. The evening also featured comedian Max Amini and a special presentation by the Feit family.



EXTENDING OUR REACH

In 2020, JFLA extended its influence and assisted more Angelenos through first time partnerships with local government, including the Los Angeles City Council, and the Los Angeles County Board of Supervisors. Another way JFLA extended its reach was through the creation of new loan programs to address specific emergencies. California wild fires, LAUSD teachers' strikes, small business crisis,



JFLA received grants from David Ryu (District 4) and Sheila Kuehl (SD3) to fund loans for residents and business owners in their districts.

and the COVID-19 pandemic motivated generous supporters to launch loan funds to meet the unique challenges of the moment.

JFLA began TV advertising, and was the subject of recent local news reporting on ABC7. With the addition of ValPak direct to our advertising tool box, JFLA's message was delivered into the homes of Angelenos.

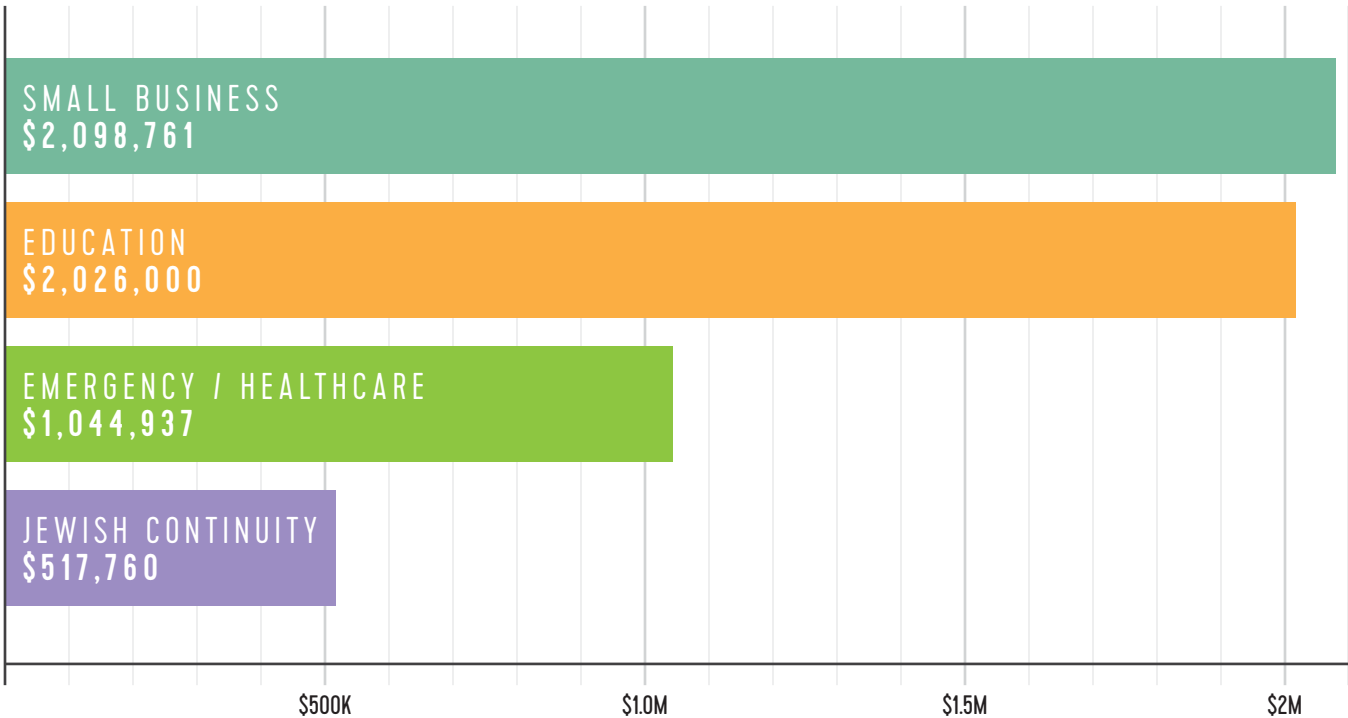


This story from ABC7 News focused on how JFLA helped small businesses in our community stay alive during the COVID-19 shutdown.



In 2020, JFLA ran a series of commercials highlighting their collaboration with Cedars Sinai to help keep people in their homes.

FINANCIALS



AUDITED FINANCIAL STATEMENTS FOR THE FISCAL YEAR ENDING AUGUST 31, 2019:

Total Assets	\$18,733,645	Expenses	\$1,735,566
Liabilities	\$481,997	Net Assets (Beg).....	\$17,689,488
Net Assets	\$18,251,648	Net Assets (End).....	\$18,251,648
Total Public Support	\$2,297,726	Contribution Received	\$1,251,240

NAMED LOAN FUNDS

BUSINESS LOANS

Abecassis Small Business Loan Program

Max & Anna Baran, Ben & Sarah Baran, and Milton Baran Small Business Loan Fund

Goldrich Family Foundation for Small Business

La Kretz Small Business Loan Program

LA Micro Lending Loan Program

Powell Family Fund for Women in Business Loan Program

Weisz Entrepreneurial Loan Program

EDUCATIONAL LOANS

Abecassis Loan Fund for University of Santa Monica Students

Abecassis Student Loan Fund

Max & Anna Baran, Ben & Sarah and Milton Baran Macro Graduate Student Loan Fund

Becker Graduate Student Loan

Borun Student Nursing Loan Fund

Brandman Nursing Student Loan Fund

Desser & Schimmel Medical Student Loan Program

Edward Meltzer Student Loan Fund

Factor Public Health Students Loan Fund

Hirsch Family Art Student Loan Program

Israel Loan Program

Jewish Communal Students Loan Fund

Kohn Family Fund for the Arts

Kornfeld Accounting Student Loan Program

Lieblich Loan Fund for Music Students

Maurice Amado Foundation Student Loan Fund

Molle Macro Medical Student Loan Fund

Nurse Practitioner Loan Fund

Parvin Applied Education Loan Fund

Rautenberg Foundation Student Loan Fund

Rosslyn & Katherine Gaines Loan Program for Hearing Impaired Students

S. Mark Taper Fdn. Environmental Studies Student Loan Fund

Schimmel Law Student Loan Fund

Silver Art Student Loan Fund

Snider Educational Loan Fund

Stein Student Loan Program

Ziering Family Student Loan Fund

EMERGENCY LOANS

Angell Emergency Loan Fund

Cedars Sinai Housing Stability Loan Fund

City of Los Angeles Rental Assistance Loan Fund, District 4

Community Agency Fund

Emergency Loan Program Fund

Emergency Loans

Emergency Relief Loan Fund

Fund for the Future

Jewish Community Foundation of Los Angeles COVID-19 Response Grant

Jewish Organizational/Institutional Loan Fund

Los Angeles Homeless Services Authority Emergency Housing & Eviction Prevention Loan Program

Magnolia Place/Los Angeles Microlending Loan Fund

Marilyn & Sigi Ziering Emergency Loan Fund

Marsh Gluchow Rachmones Loan Fund

Rose Weisstein Loan Fund

Rautenberg Foundation Emergency Loan Fund

San Diego Loan Fund

Santa Barbara Free Loan

Senior Emergency

Silbert-Goldman Women and Children in Crisis Loan Fund

The Change Reaction

Titelman Memorial Emergency Loan Fund

Veterans Loan Fund "Strawberry Jam"

West Hollywood Loan Fund

Westside Legacy Loan Fund

HEALTHCARE LOANS

Alzheimers/Dementia Care Loan Fund

Dental Loan Fund

Fall Prevention Loan Fund

Home Healthcare Loan Program

James Spada Loan Program for Person with AIDS

Kopelove Family Home Healthcare Loan Fund

Ruth B. Ziegler Loan Fund for Children with Special Needs

JEWISH CONTINUITY LOANS

Abby Sher Loan Fund for Life Cycle Events

Doberne Campership Loan Fund

Feit 4 KidZ Fertility Loan Fund

Fertility Assistance Loan Fund

First Time Home Buyers for Jewish Day School Teachers Loan Fund

Ira Forest Family Loan Fund

Jewish Continuity

Lerner Adoption Loan Program

Matloob Wedding Fund

Zerner Family Day Camp Loan Program

RESETTLEMENT LOANS

American Dream Program

Citizenship Loan Fund

Iranian Resettlement Loan Program

OUR GENEROUS CONTRIBUTORS

\$500,000+

The Change Reaction

\$100,000-\$499,000

Anonymous

Cedars-Sinai Medical Center

The Diane P. and Guilford Glazer Fund, A
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Jewish Federation of Greater Los Angeles

Jewish Community Foundation

Leonetti/O'Connell Family Foundation

Ruth/Allen Ziegler Foundation

\$25,000-\$99,999

Barbara Epstein Foundation

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