

NEW YORK | AUGUST 13, 2010

DONOR OF THE DAY | By Shelly Banjo

Widow Plans \$8 Million Gift to Hebrew University

Joyce Brandman has two objectives: ensure a lasting memory of her husband and give away her family's fortune to charity before her death.

This week, she will announce an \$8 million gift to New York-based American Friends of the Hebrew University in memory of her husband, the late real-estate magnate Saul Brandman.

Originally from Brooklyn, Saul Brandman and his wife have supported the Hebrew University of Jerusalem through its American supporting organization for a quarter-century, donating more than \$10 million for scholarships, professorships and to build a

new student village.

The most recent gift will create a teaching laboratory building at the university's campus in Givat Ram, Israel, with research facilities for its chemistry, biology, physics, and pharmacology programs.

"Saul was involved with the university for most of his life and believed that providing Israeli citizens—Jews, Arabs and Christians—with a high-quality education was the strongest way to strengthen the state of Israel economically, culturally and intellectually," says Peter Willner, the national executive director at American Friends of Hebrew University.

When her husband died two

years ago at age 82, Mrs. Brandman took over the family's foundation, which supports hundreds of charities including the Crohn's and Colitis Foundation of America, Brandman University, part of the Chapman University System in California and Washington and the Los Angeles Jewish Home for the Aging, where it funded a loan program for new nurses and provided funding for all-inclusive senior day care.

"There's no question I'm here and do what I do for Saul Brandman. He earned it, worked hard for it and I'm just the messenger," says Mrs. Brandman, 67, who has worked as a fund-raiser for nonprofits

for two decades. "When everything is liquidated I'll have about \$170 million to give away before my life ends and it's my job to make sure this money is placed in the right organizations before I die."

Working four days a week on this goal, sometimes until 10 p.m., she says when she gives to an organization she tries to spend time with its leaders, volunteer for its programs and follow which programs the funding specifically supports.

Every year, she travels to Guatemala with antipoverty nonprofit Helps International, volunteering alongside doctors and nurses who perform sur-

geries in field hospitals for people who wouldn't otherwise have access to medical care. She also counsels women diagnosed with breast cancer and teaches women about the warning signs of the disease at Cedar-Sinai Hospital, where the couple created the Saul and Joyce Breast Center in 2000.

With her gifts, Mrs. Brandman says she hopes to instill a sense of giving in the next generation of donors.

"I'm worried about the next generation of philanthropists, they're not doing enough" she says. "Our children need to step into our shoes and continue support for organizations like the Hebrew University."



Joyce Brandman