

PHILANTHROPY

Roger Bennett and Sharna Goldseker

Few deserve more of the credit for the current trend toward creative, entrepreneurial Jewish philanthropy than Roger Bennett and Sharna Goldseker. As senior vice president at the Andrea and Charles Bronfman Philanthropies for the past seven years, Bennett, 37, has been a key player in bringing young Jews into the world of philanthropy. Goldseker, a graduate of New York University's Wagner School of Public Service and a vice president at the philanthropies, has made her mark as director of the division that deals with next generation and multi-generational strategic philanthropy, known as 21/64. Over her five years at the philanthropies, Goldseker, 32, has helped grow and nurture Grand Street, a collective of 18- to 28-year-olds involved in their families' philanthropies. Out of Grand Street sprung the annual Slingshot guide, a catalogue of the 50 most creative and effective Jewish organizations. Out of that, came the Slingshot Fund, overseen by Goldseker, which culls dollars from young philanthropists and gives general operating funds to the organizations listed in the guide. This year, the Slingshot Fund awarded its first batch, doling out \$45,000 grants to eight groups. In 2002 Bennett co-founded Reboot, an incubator for Jewish art and culture, and Rebooters have already launched their own magazine, Guilt & Pleasure. Reboot's successes don't stop there: "Sons of Sakhnin United," a feature-length documentary about an Arab-Israeli soccer team, developed by Reboot's nascent film division, premiered at this year's Tribeca Film Festival. Rounding out Bennett's Renaissance-man identity, the Liverpool native spent much of last year working with sociologists Steven M. Cohen and Ari Kelman on a series of studies exploring the ways young Jews engage with their identity. Between Bennett and Goldseker, we can only imagine how the philanthropies will continue to shift the landscape of Jewish giving over the next five years.
