

2018 Impact Report

JLens explores a *Jewish lens* on investing and connects the Jewish community to two influential economic movements: Socially Responsible Investing (SRI) and Corporate Social Responsibility (CSR).

JLens provides: (1) education on Jewish values-based investing, (2) consulting for Jewish institutions, (3) investment strategies aligned with Jewish values that generate positive impact for the Jewish community and the world, and (4) advocacy for the Jewish community in the SRI and CSR arenas.

2018 Highlights

- ♦ **Jewish Advocacy Strategy** reached **\$50M in assets**, bolstering JLens' advocacy with **300 companies**
- ♦ JLens represented Jewish community at **15 coalitions** and **over 100 responsible investor convenings**
- ♦ JLens held **direct engagements** with **72 companies** and filed **7 shareholder resolutions**
- ♦ JLens' founder received **Innovative Leadership award** from **Jewish Community Relations Council**
- ♦ **Leichtag Foundation** awarded JLens **\$10M challenge impact investment**
- ♦ JLens presented at **12 Jewish conferences** and institutions, including JCPA, ADL, AJC, and UJA
- ♦ JLens was **founding Jewish member** of UN-aligned **global faith-based impact investing** organization
- ♦ JLens guided launch of the **first 100% impact pool** at a Jewish Community Foundation

Highlight Details

Jewish Advocacy Strategy Reached \$50 Million - JLens launched the [Jewish Advocacy Strategy](#) to represent the Jewish community in the global SRI and CSR arenas. Investments from Federations, Jewish Community Foundations, private foundations/family offices, donor-advised funds, and individual investors enabled the strategy to reach \$50 million in assets in 2018. The strategy invests in the 300 most influential companies in the US to advocate for Jewish communal concerns.

72 Direct Corporate Engagements and 7 Shareholder Resolutions - Over the past decade, CSR has become an influential economic movement. As responsible investors, faith groups play an important leadership role in CSR. JLens is the only Jewish communal representative relationships with CSR professionals who make decisions on social, environmental, and ethical issues. JLens develops long-term advocacy relationships with the 300 companies in the Jewish Advocacy Strategy portfolio. In 2018, JLens held direct advocacy engagements with 72 companies and filed 7 shareholder proposals with the SEC.

Jewish Communal Representation in SRI Field - SRI is a powerful global movement now representing 26% of all professionally managed assets worldwide, or over \$22 trillion. This is a crucial arena for Jewish participation as investor coalitions determine investor and corporate behavior expectations. JLens builds coalitions on issues of shared values, and speaks out as a lone voice on specific concerns including BDS, anti-Semitism, discrimination against kosher slaughter, religious tolerance, and fostering coexistence.

In 2018, JLens was a sought-after speaker at SRI conferences and represented the Jewish community at 15 investor coalitions and over 100 convenings with other faith and values-based investors, including:



Jewish Community Relations Council Award -



Julie Hammerman, JLens' founder, received the 2018 Innovative Leadership Award for JLens' advocacy in the influential CSR/SRI arenas. Abby

Michelson Porth, Executive Director of the San Francisco JCRC, stated, "I knew about Julie's professional expertise working on Wall Street and in the socially responsible investing arena, and I knew that we couldn't go in to meet with corporations on our own. We needed Julie's expertise and her lexicon. Both organizations [JLens and the JCRC] strive to make our Jewish community values at the center of every decision that we make."

Leichtag's \$10M Challenge Investment -



In recognition of JLens' important work, the Leichtag Foundation [awarded](#) JLens a \$10 million challenge impact investment. Charlene Seidle, Leichtag's executive vice-president, noted, "Aside from the tremendous impact generated

by JLens' advocacy with public companies, the strategy fits well financially with our overall investment policy and was reviewed by our investment consultants. We want to encourage other Jewish institutions to consider values-based investing, and JLens' US Equity ESG market-rate investment is a great entry point."

Increasing Interest in JLens - With the growth of the responsible investing field, JLens has seen increasing demand for our expertise from Jewish audiences

including JCPA, ADL, AJC, the American Israeli Conference, and UJA-Federation of New York. We also received press on our work from JTA, the Jewish Week, eJewish Philanthropy, the LA Jewish Journal, Thomson Reuters, ValueWalk, and other industry publications.

Jewish Founder of UN-Aligned Faith Investing Platform -



JLens helped develop a new global organization dedicated to faith-based impact investing based in Europe. The organization grew out of a landmark meeting of faith leaders, the UN, NGOs and

others in Zug, Switzerland. The Zug Guidelines outline investment guidelines of different faith traditions and include a [report](#) on Jewish values-based investing authored by JLens.

Launch of First 100% Impact Investment Pool -



JLens helped the Jewish Community Foundation of San Diego launch the first 100% impact investment pool at a Jewish institution. The pool invests in a range of impact opportunities across asset classes. Beth Sirull, CEO of the

JCFSD, noted "JLens was and is our lead educator, educating our staff, our board, our committees, and our donors. JLens works alongside our mainstream investment advisor to advise us on portfolio construction. We looked to JLens to help us creatively meet our mission."

HADASSAH



Investor Spotlight: Hadassah (interview with Janice Weinman, CEO)

Q. How does JLens' advocacy in the economic arena complement Hadassah's mission?

A. It is very important for JLens to be a presence with corporations in terms of raising the issues of gender equity, of pay equity, of anti-BDS, of any form of discrimination. JLens can bring social values to corporations, and can use their platform to have a voice about those issues. I think one of the things that was attractive was the fact that JLens enters into corporate arenas that not-for-profits really don't have access to. Either at shareholder meetings or through communications with corporations, the message can be brought to the corporate community in a way that a not-for-profit can't.

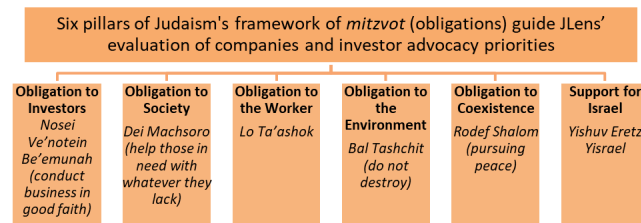
Q. What advice would you offer to other Jewish institutions considering values-based investing?

A. I would encourage Jewish organizations to go back to the roots of their mission and see this as a vehicle to ensure that their values are being implemented. Not-for-profit entities have a responsibility to reflect Jewish values broadly speaking, and the only way to bring that into the corporate community is through a financial instrument and financial intervention. In this case, I think it's not a matter of losing money, it's a matter of making sure that investments are on par. I would advise other organizations to do what we did, which is to meet with our investment committee and investment managers and to explain the performance levels that JLens has; and I would advise other organizations to hear about what JLens has accomplished at shareholder meetings, how JLens applies Jewish values criteria in their investments. If Jewish organizations don't value social consciousness they're not meeting their mission.



2018 Investor Advocacy Update

JLens' investor advocacy and company research is based on our six-point framework of Jewish values.



Support for Israel (*Yishuv Eretz Yisrael*)

Jewish tradition values productive economic development in the Jewish homeland of Israel. JLens encourages companies to expand economic ties with Israel, and opposes the economic warfare of the BDS (Boycott Divestment, and Sanctions) campaign. Rather than divesting business operations, companies can be a force for good by laying the economic groundwork for peace through responsible operation in conflict regions around the world.

In the responsible investing field, Israel is a clear target of bias, with more shareholder proposals filed regarding Israel than regarding every other country in the world combined. JLens stands up against misinformation, flags areas of concerns, and serves as a deterrent for attempts to manipulate the field. In 2018, JLens advocated at responsible investor forums to ensure noble human rights goals were not co-opted by the BDS campaign; spoke out at shareholder meetings against BDS resolutions; and served as a resource for CSR executives at corporations that are current or potential BDS targets.

For example, in 2018 Airbnb acquiesced to a public, multi-year BDS campaign. JLens fielded questions from CSR professionals on BDS goals, business and human rights, the Israeli-Palestinian conflict, and tactics that create positive impact in conflict areas. In response, JLens published a CSRwire [article](#) entitled "Airbnb Abandons CSR Values by Acquiescing to Anti-Israel BDS Campaign" explaining why Airbnb's policy was discriminatory. (We are pleased that in 2019, Airbnb [reversed](#) this policy.)



Obligation to Coexistence (*Rodef Shalom*)

Corporations can foster coexistence in the many areas around the world where conflict exists among people. JLens engages companies on workplace religious inclusivity, respect and equal treatment of customers and employees of diverse backgrounds, and policies

against hate speech. Many corporations have told us JLens is the only investor engaging with them on their coexistence practices.

In 2018, JLens' coexistence work included serving on the steering committee for the Venture Peacebuilding Symposium in Washington, DC. We also engaged with the European-based Business Benchmark on Animal Welfare to oppose religious discrimination and the unfair penalizing of food companies that sell kosher and halal slaughtered-meat. The Benchmark agreed to revise its language regarding kosher slaughter to no longer conflate it with foie gras and veal, nor call it "controversial." JLens continues to engage with the Benchmark so that Jewish and Muslim religious needs are not penalized in their corporate scoring system. Finally, in 2018, JLens dialogued with over 50 major corporations on religious inclusion in the workplace.



Obligation to Society (*Dei Machsora*)

A Jewish understanding of obligation to society encompasses everything from the opioid crisis and gun violence to nutrition and juvenile smoking. Due to the recent opioid crisis, JLens has focused heavily on pharmaceutical companies and their role in manufacturing and distributing opioids. Last year, JLens was a founding member of Investors for Opioid Accountability and filed shareholder proposals at Cardinal Health, AmerisourceBergen, and Teva on opioid transparency and accountability. JLens also filed at Eli Lilly on drug pricing, and engaged with CVS, Walgreens, Abbott Labs, Abbvie, and Johnson & Johnson on business risks related to dispensing opioids.

On gun violence, JLens joined an investor coalition engaging with financial institutions to call for common-sense sales restrictions on weapon purchases. On issues concerning youth, JLens engaged Disney on depictions of smoking in youth-rated films; AT&T on combatting child sexual exploitation online; and Accenture on the company's involvement in family separation policies at the border. On nutrition, JLens engaged with Nestle, Kellogg, General Mills, and Danone regarding the nutritional quality of their products, joined the Access to Nutrition Index Investor Group, and joined the FAIRR campaign on overuse of antibiotics in farm animals.

Obligation to the Worker (*Lo ta'ashok*)

Judaism has rigorous expectations for an employer's treatment of workers. In 2018, JLens engaged in a number of campaigns on forced labor, modern slavery, and abhorrent working conditions. We supported efforts to reduce pay gaps between people of different genders and ethnicities, and encouraged corporations to adopt paid family leave policies.

JLens' worker-related advocacy in 2018 included filing a shareholder proposal with TJ Maxx on unequal pay, engaging with apparel and home goods companies to drive modern slavery out of cotton production in coordination with the Responsible Sourcing Network, continued support for worker safety in the Bangladesh garment sector, and increased due diligence on forced labor with a coalition of investors representing \$3.8 trillion. JLens also focused on conflict minerals in the supply chain by engaging jewelry brands and watchmakers on gold and diamond sourcing, and joined a coalition of 47 institutional investors on conflict mineral reporting. Finally, JLens supported the Fair Food Program campaign at Wendy's.

Obligation to the Environment (*Bal Tashchit*)

The mandate to cultivate, protect, and nurture the environment is deeply rooted in Jewish tradition and inspires JLens' advocacy on many environmental issues. In 2018, JLens led a campaign with Amazon (which now includes Whole Foods) to get Amazon to disclose its food waste. Food waste is a profoundly Jewish issue, touching on problems of hunger, wasted resources, and environmental damage. JLens has formed a multi-faith coalition of investors to support our shareholder proposal currently on the ballot.

JLens supported many environment-related investor initiatives in 2018. We co-filed a shareholder proposal at McDonald's on foam packaging that was successfully withdrawn after McDonald's agreed to phase out styrofoam, as well as a proposal at AES on the risk from climate change through a 2° scenario analysis which was also successfully withdrawn. JLens joined the Chemical Footprint Project and the Plastic Solutions Investor Alliance. JLens engaged with Hasbro on chemicals in toys, Chevron on



environmental degradation in Ecuador as well as on water-related risks generally, GE on the purchase of a coal plant in a UNESCO World Heritage Site in Kenya, Nestlé on plastics, and AEP, Berkshire Hathaway, and General Motors on climate goals. JLens joined The Investor Agenda to support the Paris Climate Agreement, and joined investors representing \$6.3 trillion to sign a letter on deforestation in cattle supply chains.

Obligation to Investors (*Nosei Ve'Notein be'emunah*)

Companies have a responsibility to their investors to engage in good governance and ethical business practices, as well as maintaining positive working relationships with shareholder advocates. In 2018, JLens engaged with dozens of companies on their board diversity in terms of gender and underrepresented minorities, and advocated with the SEC and dozens of companies to safeguard the right of concerned investors to file shareholder proposals.



2018 Spotlight On JLens' Shareholder Proposals

Resolution	Company	Result
Foam Packaging		Withdrawn; McDonald's agreed to phase out all foam packaging globally
Climate Change 2° Scenario Analysis		Withdrawn; AES agreed to produce a scenario analysis report
Opioid Distribution Oversight		Withdrawn; Cardinal Health agreed to improve its website disclosure about opioids
Opioid Distribution Oversight		Withdrawn; Teva agreed to produce a board report on opioids
Food Waste		In process; scheduled for a vote at the company's annual general meeting
Drug Pricing		Withdrawn; Eli Lilly agreed to disclose information about executive pay related to drug pricing and clarify the board's oversight
Gender and Racial Pay Gaps		In process; company has agreed to perform pay gap analysis