



Editors: Sally Berger and Lila Langsford

Joyce Brandman...The Gift that Keeps on Giving

Joyce Brandman was born in Oak Park, Illinois but grew up in Southern California. She moved to California at the age of 8 where her family settled in Northridge, a neighborhood in Los Angeles. She has been coming to the Coachella Valley since she moved to California. Her grandmother owned a home in La Quinta across the street from the old country club. She has many fond memories visiting her grandmother and enjoying herself in the desert. Joyce and her late husband Saul joined Tamarisk in 2003.

In her early 20's Joyce was working downtown Los Angeles in the Garment District after attending business school. She has always enjoyed working with fashion; she started working at a retail store when she was 14. She continued to learn more about the garment industry while working for Bill Solomon, manufacturing coats, where she worked in every department including sewing and design, the show room, and sales. Joyce can tell you exactly how to make a jacket, how many yards of fabric is needed, and how many zippers. Even today she can cost out an article of clothing and figure out how to mark it up for the profit needed. It was during this time in her life that she was introduced to Saul Brandman while traveling for business in New York.

Saul and Joyce soon started dating and life was wonderful. Saul was manufacturing garments at the time under several brands including Timely Trends, Tomboy of California, Jefferson Trading, and Domino of California. He grew up in Los Angeles helping his father at his downtown haberdashery. Saul eventually took the money that he earned in garment manufacturing and went into commercial real estate.

After Joyce's mother became very ill she decided to stay at home to care for her. It was during this time that Joyce started a wholesale jobber company with Saul as her business partner. The wholesale jobber business was quite successful and she eventually grew the business into three outlets.

After 25 wonderful years of dating, Saul and Joyce decided to marry. "I felt like Cinderella and Saul was my prince charming" Joyce exclaims. After they married Joyce helped Saul with the Saul Brandman Foundation, where they donated \$1 to \$2 million at a time. After 40 wonderful years together Saul passed away in 2008. Upon his passing all 22 of Saul's business properties were given to the foundation representing several hundred million dollars. Joyce became the president and managing director for the foundation.

Joyce is committed to continuing the philanthropic work she and her husband forged together. It has been her mission managing the foundation to be able to give away all of the foundation's money in her lifetime. Joyce focuses her donations on causes that are closest to his heart such as health care, education, Israel, the elderly and disabled, and supporting our military personnel.

Some of the philanthropy includes the Saul and Joyce Brandman Breast Center at Cedars-Sinai. Joyce's idea for the center was inspired by the kind of treatment she wished she'd had as a breast cancer patient in 1999; a place where women could get quick and thorough answers, from a team of doctors who work collaboratively, and all of the woman's needs are met, from medical strategy to nutritional advice to psychological support. The gift that was given from the foundation has allowed the center to expand to a dynamic center at Cedars-Sinai.

The Jewish Home for the Aging in Playa Vista, California where the foundation donated a building in the honor of her husband. The non-profit Los Angeles Jewish Home provides high quality comprehensive care for our growing senior community. The Home is also one of the foremost multi-level senior living communities in the United States, and the largest single-source provider of senior housing in Los Angeles.

Another recipient of the Saul and Joyce Brandman Foundation is the Los Angeles Jewish Home's Program of All-inclusive Care for the Elderly (PACE) also called the Brandman Centers for Senior Care (BCSC). PACE enrolls seniors who are age 55 or older, who live in a PACE service area, need a nursing home level-of-care, and want to stay in the community. BCSC provides meals and has separate areas for dining, rehabilitation, recreation, personal care, a medical clinic, quiet room, and a garden patio. Each morning and afternoon, specially equipped vans bring participants to and from the Center.

Joyce is very proud of her work with Brandman University which provides students with a dynamic education based on flexibility, allowing mid-career parents to continue their education while being able to stay home with their children. Another benefit of Brandman University is their accessibility and affordability for veterans and active military personnel.

Another foundation grantee, Beit T'Shuvah, a faith based model of recovery program is a community rehabilitation center that treats many types of addiction including drug, alcohol, gambling, and other self-destructive behaviors. With the generous contribution made by the foundation Beit T'Shuvah was able to expand their programs with an additional building by the name Elaine Breslow Addiction Institute.

Joyce is not afraid to ask for anything when it comes to charity, and she feels this is a great strength of hers. She has a love for life and feels fulfilled with her life's work. She is most proud of her accomplishments running the Saul and Joyce Brandman Foundation and feels it is her life's mission to give back to the community. Joyce works tirelessly for the foundation often times 6 to 7 days a week. You can see she loves what she is doing by the glow that radiates from her when talking about the projects she is working on at the foundation.

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