



Cindy Rogoway

Executive Director Hebrew Free Loan

In May 2014, Cindy Rogoway became the Executive Director of Hebrew Free Loan, the first woman to assume this role since the agency was founded in 1897.

For the past 34 years, Cindy has worked in fundraising and non-profit management within the San Francisco Jewish community. She joined Hebrew Free Loan in 2003 as the agency's first Development Director. In that capacity, she managed both fundraising and marketing activities, expanding Hebrew Free Loan's reach into the community so that more people could have the opportunity to become self-sufficient and realize their dreams.

In 2010, she became the Associate Director and assumed responsibility for their loan program. This role brought her in contact with hundreds of loan recipients each year and deepened Cindy's appreciation for the "profound and lasting impact a micro-loan can make on a person's life."

During her tenure as Executive Director, she has helped to grow the agency's total assets from \$13 million to \$30 million. Today, Hebrew Free Loan has \$19 million out in loans, supporting more than 1,400 individuals, families, and businesses throughout Northern California.

Prior to joining Hebrew Free Loan, Cindy worked for the San Francisco-based Jewish Community Federation for 14 years, where she focused on fundraising, community building, and leadership development.

Cindy graduated from UCLA, where she majored in Communication Studies. While at UCLA, she founded and served as the first chairperson of the Jewish Student Union, an umbrella organization for all the Jewish groups on campus, which still operates today. After graduating, Cindy moved to the Bay Area to begin her career.

In addition to her professional involvement in the Jewish community, Cindy has been an active volunteer for political campaigns and several local Jewish organizations, including Congregation Kol Emeth, Wornick Jewish Day School, and the Palo Alto-based Friendship Circle. She also serves as Immediate Past President of the International Association of Jewish Free Loans.

She finds it extremely gratifying to work for organizations that strengthen community and provide support to those in need.

Cindy lives in the Bay Area with her husband, Joe, their son, Alan, and their dog, Matzah.