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News Media Contact: Susannah Hogendorn, 860.523.7460

Building a Legacy of Strength in the Jewish Community

West Hartford, CT –The Jewish Community Foundation of Greater Hartford has begun a new 3-year grant initiative designed to strengthen the local Jewish community for the long term. Called *Leave a Jewish Legacy*, the initiative will offer participating Jewish organizations training, grant incentive funds, and advertising and public relations support to help them learn how to solicit and encourage bequest giving from donors.

While many organizations have the know-how they need to ask for annual gifts, many do not pursue bequests to the extent that they could. This is an ideal moment in history for bequest giving: experts predict that \$41 trillion will be transferred via estates over the next 50 years, \$6 trillion of it to charity. Many people are hesitant or unable to give large gifts in their lifetime, but will leave generous bequests in their wills. The aim of *Leave a Jewish Legacy* is to help Hartford-based Jewish organizations capitalize on that fact.

Leave a Jewish Legacy continues efforts begun in 2004 by the Jewish Community Foundation through its “Endowment Challenge for the Community,” a successful 3-year grant initiative offered to 13 local Jewish organizations to help build endowments.

The Jewish Community Foundation hopes to attract up to 20 Jewish organizations to participate in *Leave a Jewish Legacy*. With a national average bequest amount of \$50,000, if 20 organizations were able to secure bequest commitments from 20 donors each over the next 3 years, the Hartford Jewish community could be \$20 million closer to a stronger future in just 3 years.

For more information on the *Leave a Jewish Legacy* initiative, please call the Foundation at 860.523.7460, or visit our website at www.jcfhartford.org.