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attachments: JPEGs (3)

San Diego Expert Brings Legacy Message to Greater Hartford

West Hartford, CT – Twenty-eight lay leaders and professionals from the Greater Hartford Jewish community gathered at the Jewish Community Foundation of Greater Hartford on Monday for an inspirational legacy building workshop with Gail Littman of the San Diego Jewish Community Foundation.

As Director of Endowments at San Diego's largest grantmaking organization, Littman has helped to develop a number of seminal programs to encourage community participation in philanthropy, including a very successful legacy building program. She brought her insights to Connecticut as part of the Jewish Community Foundation of Greater Hartford's *Leave a Jewish Legacy* initiative, which encourages bequests and other legacy gifts across the local Jewish community.

Littman made a compelling case for the importance of asking for legacy gifts now. She noted that giving by individuals has reached an all-time high. According to *The Non-Profit Times*, more than 70% of American households contribute to charity each year, with more than \$295 billion donated in 2006. Littman also challenged the conventional wisdom that older donors are the best prospects for legacy gifts: A recent study by The Center on Philanthropy at Indiana University found that individuals aged 40 to 60 are more likely than older Americans to name a charity in their wills.

In order to make the most of legacy building opportunities, Littman said, charitable organizations must emphasize financial accountability, community impact and good donor relations. In a 2006 Bank of America study, about 75% of prospective donors said they would give even more if charitable organizations spent less money on administration, and more than 58% said they would contribute more if they could determine the impact of their gifts. By cultivating meaningful, lifelong relationships with potential donors, Littman said, charitable groups have the best chance of finding long-term support for their work in the community.

To learn more about the *Leave a Jewish Legacy* program, please call Deborah Rothstein, Director of Development, at 860.523.7460, or visit our website at www.jcfhartford.org.

[PHOTO CAPTIONS]

[LITTMAN – 1.JPG]

Noted community program developer Gail Littman shared her legacy building techniques with Greater Hartford Jewish leaders as part of the Jewish Community Foundation's *Leave a Jewish Legacy* program.

[LITTMAN – 2.JPG]

Bob Fishman of the Jewish Federation Association of Connecticut and Jeffrey Ratner of The Emanuel Synagogue in West Hartford share their ideas at the November 5 legacy building presentation.

[LITTMAN – 3.JPG]

Twenty-eight lay leaders and professionals from across the Greater Hartford Jewish community attended a workshop with legacy building expert Gail Littman as part of the Jewish Community Foundation's *Leave a Jewish Legacy* program.

ABOUT THE JEWISH COMMUNITY FOUNDATION

For 35 years, the Jewish Community Foundation has partnered with individuals, families and community organizations to help them achieve their charitable goals and secure a vibrant Jewish future in Greater Hartford and around the world. The Foundation, which holds \$81 million in endowment funds for individuals, families, and organizations in Greater Hartford, awarded more than \$3.3 million in grants to more than 160 different charities during fiscal 2007.