



Jewish Community Foundation Announces Leave a Jewish Legacy Campaign

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Hartford, CT – The Jewish Community Foundation is building upon its Endowment Challenge initiative to help strengthen the area’s Jewish agencies by promoting charitable giving through bequests. The “Leave a Jewish Legacy” campaign will include training and donor awareness/recognition campaign to acquaint the Jewish community about the power of bequests.

The legacy campaign is an outgrowth of the Foundation’s continuing Endowment Challenge, which is helping 13 Federation beneficiary organizations build permanent endowments. To date, the agencies have raised over \$500,000 in endowment gifts and pledges. While the Endowment Challenge puts a premium on outright contributions, the *Leave a Jewish Legacy* campaign is designed to capitalize on the historic transfer of wealth currently underway in this country.

Bruce A. Fischman, Chair of the Foundation’s Development Committee, said that the main goal of the legacy campaign is “...to raise awareness in our Jewish community about the importance, benefits and personal satisfaction of endowment giving, particularly when accomplished with estate gifts.” He added, “The Foundation will help develop institutions’ skills by training staff and volunteers about how to cultivate and secure gifts from wills.”

All the Jewish Federation of Greater Hartford beneficiary agencies, as well as synagogues with funds at the Jewish Community Foundation, are invited to participate in the *Leave a Jewish Legacy* campaign. Organizations will be invited to attend a presentation in November 2005 by Edward C. Schumacher, a nationally known endowment expert, and in January 2006 with guest speaker Ellen Estes, a planned giving expert.

“The time is right to tap into the power of bequest giving,” said Doreen Fundiller-Zweig, Executive Director of the Jewish Community Foundation. “Experts predict that \$41 trillion will be transferred via estates over the next 50 years, \$6 trillion of it to charity. Every one of us should consider bequest giving and how that kind of commitment will have an impact on the future of the Jewish community.”

For more information about the *Leave a Jewish Legacy* program, please call the Foundation at 860.523.7460.