



PRESS RELEASE

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Leave a Jewish Legacy Campaign Already Yielding Results

Just over eight weeks old, the Jewish Community Foundation's *Leave a Jewish Legacy* program is already producing significant results. Since the program was kicked off in April, almost 40 bequests have been secured resulting in about \$6.5 million of anticipated gifts for the community. The legacy gifts are directed toward 16 different causes.

Leave a Jewish Legacy encompasses both a widespread marketing campaign designed to increase awareness of the power and simplicity of bequests and an educational program called the Endowment Leadership Institute or ELI.

Through ELI, the Foundation is partnering with 12 local Jewish organizations, synagogues and schools in a focused effort to establish bequests and other legacy gifts for our community. Each participating organization is developing a plan for building bequests. The Foundation is offering high-quality training, individual coaching and a \$36,000 incentive grant, payable over three years.

To date, two group sessions have been attended by more than 50 lay and professional leaders. Nationally-recognized planned giving consultants and authors have presented at each session. Informal roundtables have also been held with estate and tax planning professionals.

In addition, the Foundation staff is consistently working with individual participants to make sure they are equipped with the tools they need to be successful. "The individual coaching and training is one of the most important components of ELI," said Marjory Kaplan, Foundation Executive Director. "Foundation staff and consultants serve as resources, educators, mentors, advisors and guides."

For more information, call the Foundation at 858-279-2740.

Since 1967, the Jewish Community Foundation has partnered with donors and community organizations in achieving their philanthropic goals. In addition, the Foundation works to increase current and future support for a vibrant and secure Jewish community in San Diego, Israel and around the world. During fiscal year 2003/2004, the Jewish Community Foundation distributed more than \$53 million in 3,000 separate grants to 700 different charitable organizations.