



2017 Application

LIFE & LEGACY™ assists communities across North America in promoting after-lifetime giving to benefit the local Jewish community. Through partnerships with Jewish Federations and Foundations, LIFE & LEGACY supports a diverse array of community organizations – day schools, synagogues, social service organizations and others – in securing after-lifetime gifts

Why Now?

An unprecedented transfer of generational wealth is taking place before our eyes. Researchers Paul Schervish and John Havens, authors of *A Golden Age of Philanthropy Still Beckons: National Wealth Transfer and Potential for Philanthropy*, estimate a \$59 trillion transfer of wealth will take place in the United States by 2052. Large institutions such as universities, hospitals and museums have long recognized the value of securing lifetime or after-lifetime endowment gifts and benefited from this type of philanthropy. Yet Jewish organizations by and large have not fully recognized the possibilities or sought legacy gifts despite the knowledge that endowments will have an increasingly impactful role in sustaining the future of their organizations.

Having this knowledge, the question the Harold Grinspoon Foundation sought to answer is “Can Jewish communities be motivated to become proactive in encouraging widespread legacy giving?” With the implementation of LIFE & LEGACY the answer is now YES!

LIFE & LEGACY Guiding Principles

- Build trusted relationships with our donors.
- Show our appreciation through professionally implemented stewardship.
- Engage local Jewish organizations so they work collaboratively for the future benefit of their community.

LIFE & LEGACY Program

The LIFE & LEGACY program provides training, support and monetary incentives to move organizations to secure meaningful after-lifetime legacy gifts. This initiative creates a robust partnership between a central Jewish organization and communal agencies. Working together they embark on a legacy building program for the entire Jewish community.

The Harold Grinspoon Foundation provides **monetary support with a grant of up to 33%** of the organization’s LIFE & LEGACY budget (maximum of \$100,000 a year) for each of **four years**. This match includes providing incentive grants for participating local organizations.

Participating in LIFE & LEGACY will help to ensure that the generous and forward-thinking members of your Jewish community have an opportunity to express their passion, purpose and commitment to the future of your most valued Jewish organizations. We look forward to receiving your application.