Why Legacy? Why Now?

Harold Grinspoon Foundation – October 2020

As my ancestors planted for me, so do I plant for my children

- Taanit 23a
Cohort 1

Camp Avoda
Camp Ben Frankel
Camp Daisy & Harry Stein
Camp Mt Chai
Camp Northland
Camp Ruach
Ramah Galim
Who's in the zoom room?
Who's in the zoom room?

Dena Morris Kaufman  
Legacy Community Consultant

Tammy L. Dollin  
Legacy Community Consultant

Arlene D. Schiff  
National Director, LIFE & LEGACY

Julia Riseman  
Director of LIFE & LEGACY for JCamp 180

and

JCamp 180 Mentors

Kate Garvey  
Executive Administrative Assistant
LIFE & LEGACY:
• 4 – year partnership program
• promotes after-lifetime giving to benefit local Jewish day schools, synagogues, social service organizations and other Jewish entities in order to build endowments

LIFE & LEGACY for JCamp 180:
• 4-year program
• assists camps to promote after-lifetime giving to build endowments.
Through training, support and monetary incentives we will motivate you to

• secure legacy gifts
• steward donors
• integrate legacy giving into your culture in a sustainable way
Endowments, in the past a luxury, are now an essential element of any non-profit’s long-term financial stability strategy as a result of:

- Dramatic fluctuations in investment returns
- Lowest interest rates in decades
- Diminishing government grants
- Fewer financial resources and higher demands for services

- Kathryn W. Miree & Associates, Inc.
Philanthropic advisors state: If **20% of your operating budget** is not **coming from your endowment by 2030** then your camp will be in fiscal crisis.
Endowment Impact

No endowment

Small endowment

20% of operating budget coming from endowment

Endowments 20%

Fundraising 15%

Tuition 65%

Fundraising 23%

Endowments 2%

Tuition 75%

Fundraising 25%

Tuition 75%

No endowment 20% of operating budget coming from endowment

Endowment Impact
Why Now?

- The $59 trillion transfer of wealth is underway
- If we don’t ask, we will miss an opportunity
- To maintain the vibrant Jewish community we all value
- To secure the future for the next generation

“We must be the change we wish to see in the world.” – Gandhi
Why Now?

Connect to Give Study

Legacy Giving
Motivators

• A commitment to being Jewish
• A desire to live up to the values instilled by parents and grandparents
• To give back
• To make a difference
• To be a part of something larger than ourselves
• To be recognized
• To feel united with others of similar commitment & values
• To commemorate loved ones
• To share their good fortune
• To support your organization and its mission because they value what you offer to the community
Having this knowledge, the question HGF sought to answer is:

“Can Jewish communities and camps be motivated to become proactive in encouraging widespread legacy giving?”

With the implementation of LIFE & LEGACY the answer is now

YES!
Securing Jewish Legacies Across North America

LIFE & LEGACY: 69 Communities
Areivim: St Louis, Tucson, San Francisco, Philadelphia
Hillel: 12 Affiliates

Cohort 1
Charlotte, NC
Memphis, TN
Miami, FL
New Haven, CT
Orange County, CA
Portland, OR
Princeton, NJ

Cohort 2
Chicago, IL
Greater MetroWest, NJ
Greater Washington, DC
Milwaukee, WI
Omaha, NE
Sacramento, CA
Southern NJ

Cohort 3
Cincinnati, OH
Delaware
East Bay, CA
Houston, TX
Indianapolis, IN
Phoenix, AZ
South Palm Beach, FL
Tampa, Orlando, Pinellas, FL

Cohort 4
Central PA
Charleston, SC
Heart of New Jersey, NJ
Minneapolis/St. Paul, MN
Richmond, VA
Seattle, WA

Cohort 5
Central MA
Durham-Chapel Hill, NC
Lehigh Valley, PA
Louisville, KY
Nashville and Middle TN
Palm Beach, FL
Sarasota-Manatee, FL
Tidewater, VA

Cohort 6
Atlanta, GA
Atlantic & Cape May, NJ
Greater Denver, CO
Dayton, OH
Nevada
New Mexico
Northeastern NY
Pittsburgh, PA
Rochester, NY

Cohort 7
Baltimore, MD
Broward County, FL
Calgary, AB Canada
Montreal, QC Canada
Rockland County, NY
San Antonio, TX

Cohort 8
Ann Arbor, MI
Columbus, OH
Ottawa, ON Canada
Stamford, CT
Toronto, ON Canada

Small Feds
Arkansas
Augusta, GA
Chattanooga, TN
Fort Worth, TX
Peoria, IL
Springfield, IL
St Joseph’s Valley, IN
Halifax, Canada
Flint, MI
Northwest Indiana
Orange County, NY
Southern Maine
Utah

August 2020
Total Participants

683 Partnering Organizations

63 Participating Communities

$18.1 M HGF's Investment
7.75 years

Reporting Communities

28,442 Legacy Commitments

59% Legally Formalized

$1.06 B Estimated Value

$118 M Already Realized

Based on information provided on the 6.30.20 report
<table>
<thead>
<tr>
<th>Organization Name</th>
<th>Legacy</th>
<th>Cohort</th>
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<tbody>
<tr>
<td>Camp Ramah Darom</td>
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<tr>
<td>Tamarack Camps</td>
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<td>URJ Eisner and Crane Lake Camps</td>
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<td>Camp Ramah in Wisconsin</td>
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<td>Herzl Camp</td>
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<td>URJ Henry S. Jacobs Camp</td>
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<td>Habonim Dror Camp Galil</td>
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<td>Camp Ramah in the Poconos</td>
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<td>URJ Olin-Sang-Ruby Union Institute</td>
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<td>Wilshire Boulevard Temple Camps</td>
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<td>URJ Camp Coleman</td>
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<td>Camp Bauercrest</td>
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<td>Camp Shomria</td>
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<td>Camp JORI</td>
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<td>Kinder Ring</td>
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<td>Young Judaea Camp Tel Yehudah</td>
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<td>Camp Young Judaea - Texas</td>
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<td>Habonim Dror Camp Gilboa</td>
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<td>Steve &amp; Shari Sadek Family Camp</td>
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<td>Camp Jaycee</td>
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<td>Berkshire Hills Eisenberg Camp</td>
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<td>B'nai B'rith Perlman Camp</td>
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<td>Camp Havaya (was JRF)</td>
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<td>Pinemere Camp</td>
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<tr>
<td>Camp Young Judaea Midwest</td>
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JCamp 180
Legacy Commitments

- 56 camps
- 3,700 commitments
- $92.5 million in estimated future gifts

Ramah Wisconsin
Legacy Society
On the Path to the Future

“As my ancestors planted for me, I plant now for my children and my children’s children.” – Ta’anit 23a
Legacy Giving
Myths

The Legacy Conversation is about the donor’s death.

NO!

The Legacy Conversation is offering the donor an opportunity to do something significant during their lifetime.
Legacy Giving

Myths

- Only form of legacy gift is a cash endowment
  - Legacy gifts fund endowments, majority not with current cash
  - Legacy commitments made with gifts of life insurance, retirement funds, bequests and other assets

- Legacy gifts = taking away inheritance
  - Majority estate is left to family members
  - Legacy commitments only a percentage of an estate

- No will = no legacy gift
  - Portion of retirement funds, life insurance policies or other legacy giving vehicles
Organizational Myths

- Legacy giving hurts annual campaign
  - **Donors tend to increase their annual giving after making a legacy commitment**

- Because we need money NOW, can’t focus on the future
  - **An annual incentive grant allows you to benefit both now and later**

- We don’t have time
  - **Already spending time on donor relations, and you should be, then have the time**
Organizational Myths

- We can’t run a legacy program because we don’t have experienced planned giving staff
  - We and others in your community are available to assist you and your donors

- We can’t run a legacy program because our lay leaders are not financial advisors
  - Initial conversations will focus on the why not the how
  - When it’s time to get into the details of how, you will be prepared

- Effective legacy giving marketing be passive
  - No, three-fold – (1) general education; (2) targeted communication; (3) one-on-one conversations
Legacy Prospects
Myths

- Only those over 65 are planned giving prospects
  - A donor of any age can be a legacy donor
  - Recent study found that 40-49-year olds have the greatest number of bequests to Jewish causes IF they have a will
  - Majority of gifts come from donors age 50-75

- Only wealthy people are prospects
  - Legacy most egalitarian form of fundraising
  - Best prospects - most loyal donors

- Donors are going to leave everything to their children
  - Donors who have demonstrated a commitment to your camp are likely going to want to illustrate that relationship to their children
Let’s Bust Those Myths!

WHAT’S ON YOUR MIND?
Need to get out of the mindset of just focusing on the here and now and cultivate a culture of planning for the future.
Training Provided

Year 1
- How to Write a Legacy Plan
- The Legacy Conversation
- Marketing Your Legacy Program
- Effective Stewardship

Year 2
- Best Practices/The Integrated Ask
- Being Donor-Centric
- From Letter of Intent to Formalized Gift

Year 3
- Stories, Stewardship and Formalization
- Individual Team Meetings

Year 4
- Sustaining Your Legacy Program
- Individual Team Meetings
Legacy Plan Components

- Case Statement
- Management Plan
- Identify Potential Donor Groups
- Marketing Plan
- Stewardship Plan
- Set Goals
- Implementation Plan
Stewardship

- Strengthens your **relationship** with your legacy donors
- Keeps them **engaged**
- Makes them feel **appreciated**
Stewardship

CARE
Personal Connection / Share Impact
- Thank you note
- Phone call
- Cards- Birthday, Holiday
  Anniversary of legacy commitment
- Personalized letter
- Gifts
- Impact report

SHARE
Donor Listings and Testimonials
- Newsletter
- Website
- Poster, digital display
- Annual report or event program

HONOR
Recognition at gatherings
- Legacy Shabbat
- Gala or other special event
- Holiday programming

INVITE
Special gathering
- Reception before “camp” gathering
- Invitation to event not open to general community
Set Goals

- **Make goals ambitious yet achievable.** In the end this is all about planning for the future of your camp so the more work we do now, the brighter that future will be.

- **Commit to obtaining formalized legacy commitments**
  - Year 1: Minimum of 18 - try to reach for 25
  - Year 2: Minimum of 18 - try to reach for 25
  - Years 3 and 4 focused on formalization and stewardship
Incentive grants awarded to those camps who reach their legacy commitment goals, each year of the first two years

$5,000 for minimum of 18 legacy commitments

Additional $2,500 for 25 legacy commitments

26th and above counts towards Year 2
Ultimate Goal

Legacy Giving
Integrated into your Camp’s Philanthropic Culture
Your Responsibilities

- Recruit and maintain a **legacy team**
- Attend **workshop** sessions – virtual for awhile, eventually in person
- Draft a **legacy plan** and meet with your assigned LIFE & LEGACY/JCamp 180 staff to discuss
- Finalize your legacy plan and submit to us
- Have **conversations** with your donors/camp families
- Meet **monthly with your LIFE & LEGACY/JCamp 180 staff** to discuss progress and/or address challenges
• **Report** your progress on a quarterly basis using an on-line excel spreadsheet

• Provide evidence that your camp has **established an endowment fund, with the money manager of your choice**, in which to place all legacy gifts received through this initiative

• Seek **assistance and support** from us as needed

• **Attain goals** outlined in your Legacy plan

• **Integrate legacy giving into the philanthropic culture of your camp**
Impact on Your Camp

Over the next year, you will:

- **Plan and actively work for the future** as you continue to meet today’s needs

- **Dedicate professional and volunteer resources** to build your endowment so your camp will be financially stable in the future

- **Work collaboratively** with one another, sharing ideas and resources so all will thrive

- **Engage in meaningful legacy conversations**
Impact on Your Camp

- Secure legacy commitments from loyal donors

- Learn to recognize, appreciate and steward so donors stay engaged with your camp over the course of their life

- Begin to integrate legacy giving into the philanthropic culture of camp
What questions do you have for us?
As my ancestors planted for me, so do I plant for my children
- Taanit 23a

Why Legacy? Why Now?

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