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New endowment plan from RCF: 'Live On'

Twenty-eight metro-area Jewish schools, synagogues and agencies will spend the next two years learning how to raise endowment funds through bequests and other estate gifts as part of a Rose Community Foundation grant initiative.

The initiative is called "Live On: Build Your Jewish Legacy."

Live On is a multi-faceted program that includes seminars, incentive grants, one-on-one consultation and a donor-awareness and recognition campaign.

Each organization has designated a leadership team comprised of staff and volunteers.

To launch the program, there are more than 125 individuals on the leadership teams.

Lisa Farber Miller, senior program officer at Rose Community Foundation, said, "Our goal for Live On is to strengthen our community's Jewish organizations by developing their skills at building permanent endowments through bequests.

"It is our hope that bequests and other estate gifts will become a significant factor in our community's Jewish philanthropy."

The Endowment Challenge, a grant program of RCF and Allied Jewish Federation, ran from 1999 to 2002 and helped 19 metro-area Jewish organizations raise \$19 million in new endowments.

Live On developed in a symbiotic relationship with the Jewish Community Foundation of San Diego.

First, the Endowment Challenge inspired the Jewish Community Foundation of San Diego to start a similar fundraising program. But San Diego styled its program specifically around bequests and named it "Create A Jewish Legacy." In the past 18 months, Create a Jewish Legacy has raised more than \$48 million from 308 pledged bequests.

Rose Community Foundation has borrowed the idea back, and developed Live On.

Gail Littman, who directs the JCF of San Diego's special giving programs, said that its legacy campaign promotes the message that all people have the ability to make a difference in the lives of future Jewish generations.

In the next few years, the US is expected to witness the largest intergenerational transfer of wealth in its history. "Live On is designed to capitalize on this transfer of wealth by raising awareness in the community about the importance, benefits and personal rewards

of endowment giving," Farber Miller said.

The project manager of Live On is Shawna Friedman, previously the development coordinator for the Boulder Jewish Community Foundation.

The participating organizations in Live On are:

ADL; Allied Jewish Apts.; American Jewish Committee; BBYO; Beth Evergreen; Beth Jacob High School; Beth Shalom; B'nai Havurah-CJRF; Boulder Jewish Day School; CAJE; Center for Judaic Studies (separately, ALEPH Institute, Holocaust Awareness Institute, RMJHS and Beck Archives); Denver Community Kollel; Emanuel; HEA; Herzl-RHMA; Hillel Academy; Hillel of Colorado; ISIME (DU); Jewish Community Foundation; JFS; NCJW; Loup JCC; Nevei Kodesh; Rodef Shalom; Stepping Stones; Temple Sinai; Yeshiva Toras Chaim.