

Dallas Jewish Community Foundation Joins First Jewish Legacy Forum *Legacies Provide Important Funding Source in Down Economy*

Marna Edenson, senior development officer of the Dallas Jewish Community Foundation, attended the first ever Jewish Legacy Forum in Tucson, Arizona, December 8-10.

The two-day conference focused on sharing best practices and innovations to help build and promote legacy programs in Jewish communities across North America. A legacy is a gift left for the future of the community, to carry on the donor's wishes beyond his or her lifetime. This typically includes an endowment, which is a permanent fund that provides perpetual support to an organization from the income earned. This is especially important during tough economic times, when other funding sources may cut back.

"We encourage communities to use endowments and planned gifts as a long-term strategy for building and sustaining the Jewish community," said Joe Imberman, Associate Vice-President Planned Giving and Endowments at the Jewish Federations of North America, which co-sponsored the forum with the Jewish Community Foundation of San Diego and the Jewish Community Foundation of Southern Arizona.

The forum covered such topics as creating a legacy culture in the community, partnering with agencies to build endowments and helping each donor fulfill their own philanthropic vision through legacy planning. Eighty-five professionals and lay leaders from 26 communities attended.

"We need to both engage the soul and engage in business planning to reach a golden age of philanthropy we could only have dreamed of a few years ago," said opening speaker Jeffrey Solomon, president of the Andrea and Charles Bronfman Philanthropies and co-author of *The Art of Giving*.

Keynote speaker and award-winning columnist Amy Hirshberg Lederman summed up what many of the participants sensed. "We are witness to something historic. We are all here for a reason. We believe in the future of Jewish people and we can make a difference in that future."

To learn more about how you can leave a legacy to benefit your community, please contact Marna Edenson at the Dallas Jewish Community Foundation at 214-615-9351 or medenson@djcf.org.



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Jewish Legacy**

A Bequest and Endowment Initiative
to Secure the Future of Jewish Dallas