

November 7, 2018
End of Life Issues, LIFE & LEGACY

I want to step back and look at the bigger picture. I'm also presenting under the assumption that maintaining the vibrancy and strength of the Atlanta Jewish community continues to be a concern.

So, the question at hand, how do we ensure that the variety of Jewish organizations that make up the fabric of our community continue to exist for future generations AND are financially stable to meet emerging needs?

In our situation, Shearith Israel has a rich history as a mainstay of the Atlanta Jewish community. While honoring that history, we recognize that Jewish life in Atlanta is dynamic and changing and we are changing along with it...

As Rabbi Brad Artson discussed at Rabbi's installation weekend, it was impossible, 110 years ago, to predict what the next century would bring for both the Jewish people and mankind. Likewise, it is impossible to predict what life will look like in 20 or 120 years from now...

However, we know a few things:

1. Shearith Israel is a center for intown Atlanta Jewish life.
2. Shearith has an extremely warm and welcoming culture.
3. We incorporate chesed and tzedekah in everyday activities.
4. We are committed to the ideals and precepts of Torah.
5. Pirkei Avot: "On three things the world stands: on the Torah, on service (of G-d), and on acts of human kindness.

That being said, Shearith requires money and resources. So, this is a long-winded introduction to the LIFE & LEGACY program.

LIFE & LEGACY is a partnership with the Harold Grinspoon Foundation (PJ Library) to promote after-lifetime giving to benefit local Jewish day schools, synagogues, social service organizations and other Jewish entities.

LIFE & LEGACY provides training, support and monetary incentives to the partnering organization. Re: the monetary incentives, there is a matching gift component. If we (Shearith Israel), lock up 18 letters of intent over the course of one year, we receive an unrestricted \$5K. If we get 25 LOIs, we're eligible for another \$2,500. These incentives are in place for four years.

Leaving a legacy obviously benefits the organization, but there is also a benefit to the donor. At the time of formalizing the legacy there is no cost, but the gift offers the donor the opportunity to do something significant during their lifetime. Some people are motivated by a desire to give back, be a part of something larger than themselves, live up to Jewish values or just want to support Shearith.

Ultimately, it would be great to have a Shearith Israel endowment. Endowments were once a luxury, but as we move forward they are becoming more of a necessity. As there are more demands for services and desires for better infrastructure, we need the resources.

As Steve and Jake discussed, there are some very simple techniques to leaving a gift to Shearith Israel.

Your legacy gift can be customized to fit your lifestyle, family and particular interests. Leaving a legacy is simple. Some options include:

- Bequest in your will or estate plan
- Gift of life insurance
- Beneficiary in IRA or other retirement account
- Charitable Gift Annuity
- Charitable Remainder Trust

These options are listed on the handout. I'm also available to meet or discuss in greater detail.

In conclusion, you can still leave the majority of your estate to your family, but this small step could have enormous ramifications for Shearith Israel and the future Atlanta Jewish community.