

November 1, 2005

NEWS FROM ROSE COMMUNITY FOUNDATION

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ROSE COMMUNITY FOUNDATION ANNOUNCES GRANT INITIATIVE TO HELP JEWISH ORGANIZATIONS BUILD ENDOWMENTS THROUGH ESTATE GIFTS

Denver --- 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 called *Live On: Build Your Jewish Legacy*. The initiative 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, "This is a very exciting opportunity for the Foundation and for each of the participants. 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."

Live On follows the success of The Endowment Challenge, a grant program of Rose Community Foundation and Allied Jewish Federation, which ran from 1999 to 2002, and helped 19 metro-area Jewish organizations raise \$19 million in new endowments.

The Endowment Challenge inspired the Jewish Community Foundation of San Diego to start a similar fundraising program. Although they borrowed the endowment concept, they styled their 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*.

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

Lisa Farber Miller agrees. In the next few years, the United States will experience 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 for *Live On* is Shawna Friedman who was previously the development coordinator for the Boulder Jewish Community Foundation.

The participating organizations are:

- Allied Jewish Apartments
- American Jewish Committee, Colorado Chapter
- Anti-Defamation League, Mountain States Region
- Beth Jacob High School of Denver
- B'nai B'rith Youth Organization, Rocky Mountain Region
- B'nai Havurah - CJRF
- Boulder Jewish Day School
- Center for Judaic Studies, University of Denver, including
 - ALEPH Institute for Jewish Culture
 - Holocaust Awareness Institute
 - Rocky Mountain Jewish Historical Society and Beck Archives
- Colorado Agency for Jewish Education (CAJE)
- Congregation Beth Evergreen
- Congregation Beth Shalom
- Congregation Emanuel
- Congregation Hebrew Educational Alliance
- Congregation Nevei Kodesh
- Congregation Rodef Shalom
- Denver Academy of Torah
- Denver Community Kollel
- Herzl/RHMA at the Denver Campus
- Hillel Academy of Denver
- Hillel of Colorado
- Institute for the Study of Israel in the Middle East, University of Denver
- Jewish Community Foundation



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BUILD YOUR JEWISH LEGACY

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Jewish Family Service of Colorado
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A Rose Community Foundation initiative to support the Jewish community.