



LIVE ON
BUILD YOUR JEWISH LEGACY

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NEWS FROM ROSE COMMUNITY FOUNDATION
Media Contact: Phil Nash, 303.398.7444

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***Live On: Build Your Jewish Legacy-- More than \$7 Million Pledged
in First Five Months***

DENVER – To commemorate the birth of her child and to build endowment for the Jewish community, Lisa Reckler Cohn recently named the Jewish Community Foundation as the beneficiary of her life insurance policy. Eric Pollock also purchased a life insurance policy as a means of making a bequest, naming Jewish Family Service as beneficiary.

To date, an estimated \$7.1 million has been pledged to organizations through *Live On: Build Your Jewish Legacy*, a grant initiative of Rose Community Foundation.

Since *Live On* launched earlier this year, Cohn and Pollock are among the first 46 individuals who have demonstrated their commitment to the future growth of the Denver/Boulder Jewish community by building a permanent endowment through an estate gift or bequest.

Live On is working with 28 participating organizations to raise permanent endowments through estate gifts. The initiative provides training and support, incentive grants, one-on-one consultation, and a donor awareness and recognition campaign. Through the outreach campaign, *Live On* hopes to make estate giving an integral part of this community's Jewish philanthropy.

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A Rose Community Foundation initiative to support the Jewish community.

"Live On has put the issue of planned giving on the front burner in our community," said Dawn Richard, Development Director at Jewish Family Service of Colorado (JFS). *"This initiative makes it easier to have conversations about planned giving with our supporters."*

Lisa Reckler Cohn, who is 37, said that her commitments to the Jewish community intensified after the birth of her first child last June. She and her husband, Rich, have both created endowments. *"I feel so blessed,"* Lisa said. *"I wanted to mark that blessing by deepening my connections to our Jewish community – the same connections that I hope my son will also experience. Avi's birth made me want to take my tzedakah to the next level."*

"Planned giving is easier than many people think," said JFS's Richard. *"A planned gift can take many convenient and affordable forms such as a life insurance policy or a distribution percentage in a will while leaving a lasting impact on the organization you care about."*

Lisa Reckler Cohn said that using a life insurance policy is an easy and cost effective way for anyone, especially young people, to create an endowment. *"Think about what this community would look like if everyone did the same,"* she said.

More

Eric Pollock, a JFS board member, is also one of the first individuals to make public his bequest commitment saying, "I understand the critical services that JFS provides for the Jewish community and the need to provide long term support for their work." Pollock also said that continuity and support for future generations are important to him and integral to his involvement with JFS. His family's intergenerational support of JFS began with his grandmother, Saralee Pollock, who was a former board chair of the organization.

Live On is a two-year initiative, concluding in December 2007. The participating organizations are: Allied Jewish Apartments, American Jewish Committee – Colorado Chapter, Anti-Defamation League – Mountain States Region, Beth Jacob High School of Denver, Boulder Jewish Day School, B'nai B'rith Youth Organization – Rocky Mountain Region, B'nai Havurah – CJRF, Center for Judaic Studies – University of Denver, Colorado Agency for Jewish Education (CAJE), Congregation Beth Evergreen, Congregation Emanuel, Congregation Hebrew Educational Alliance, Congregation Nevei Kodesh, Congregation Beth Shalom, Congregation Rodef Shalom, Denver Academy of Torah, Denver Community Kollel, Denver Campus for Jewish Education, Hillel Academy of Denver, Hillel of Colorado, Institute for the Study of Israel in the Middle East, Jewish Community Foundation, Jewish Family Service of Colorado, National Council of Jewish Women – Colorado Section, Robert E. Loup Jewish Community Center, Stepping Stones ... To A Jewish Me, Temple Sinai, Yeshiva Toras Chaim.



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Lisa Reckler Cohn with her husband Rich and their son, Avi.



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