

LIFE & LEGACY™:
A Collaborative Legacy Building Program in the Jewish Community

Program Description:

LIFE & LEGACY is a multi-year partnership program between the Jewish Community Foundation of Greater Phoenix and the Harold Grinspoon Foundation, which promotes end-of-lifetime giving to Jewish day schools, synagogues, social service organizations, and other Jewish entities. Through training, support and cash incentives, LIFE & LEGACY motivates Jewish organizations to secure legacy gifts, steward donors, and integrate legacy giving into the charitable culture of the Jewish community. In the first three years of the national program, twenty-three participating communities representing 289 organizations, and thirteen campus Hillel affiliates, secured more than 8,000 legacy commitments with an estimated future value exceeding \$329 million. In its first year presenting LIFE & LEGACY in greater Phoenix, JCF and its twelve community partners secured a total of 347 legacy commitments in support of local Jewish organizations with an estimated future value of \$17.2 million. The program is unique in that it requires collaboration across organizations and encourages community-wide donor stewardship. The principles underlying the program are not unique to the Jewish community or religiously affiliated organizations, and have potential for adaptation and application in other communities of common interest (e.g., arts and culture, education, health and wellness).