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The Associated: Jewish Federation of Baltimore Secures \$20 Million in Legacy Commitments through National Initiative

BALTIMORE, MD — More than 160 local donors stepped up this past year to commit more than \$20 million in legacy commitments to support the Baltimore Jewish community. These commitments are part of a collaborative endowment building effort that includes The Associated: Jewish Federation of Baltimore and the Harold Grinspoon Foundation's LIFE & LEGACY™ initiative, to provide future financial stability.

"For a family that has been connected to Baltimore for generations, we believe that the continued success of The Associated is fundamental to the health of Baltimore, Baltimore's Jewish community and Jews around the world," says Maury Garten, who along with his wife Alice are LIFE & LEGACY participants.

Baltimore was selected as one of 63 communities in the nation to participate in this national matching program. LIFE & LEGACY will match up to \$100,000 per year for four years in incentive grants when specific benchmarks are achieved in securing legacy gifts.

"Providing Jewish organizations with a strategy to help secure their long-term financial goals is absolutely vital, especially now in the middle of an economic crisis," said Harold Grinspoon, founder of HGF. "Supporting our Jewish institutions is critical to ensuring future generations are able to enjoy our rich culture and heritage. I am thrilled that LIFE & LEGACY is motivating donors to make legacy commitments that will sustain vibrant Jewish communities for years to come."

In less than eight years, LIFE & LEGACY has motivated more than 17,000 donors in 63 communities across North America, including in Baltimore, to commit more than a billion dollars in current and after-lifetime assets to the Jewish organizations which shaped their lives. In challenging times like these, endowments provide organizations with the financial stability to meet evolving needs.

"It is a no brainer to sign a letter of intent (LOI) when something is so important during your life. It sends a message to your children and allows things that are incredibly important during your lifetime to continue. I want this community to be healthy, sustained, and vibrant for my children and grandchildren as it is for me. It is paying it forward and I want my children and grandchildren to know it is a priority," says Linda A. Hurwitz, a LIFE & LEGACY participant.

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The Associated: Jewish Federation of Baltimore strengthens and nurtures Jewish life by engaging and supporting community partners in Greater Baltimore, Israel and around the world.

LIFE & LEGACY is an initiative of the Harold Grinspoon Foundation (HGF) that assists communities across North America, through partnerships with Jewish Federations and Foundations, to promote after-lifetime giving to build endowments that will sustain valued organizations and vibrant Jewish communities for the next generation and beyond. Through training, support, and monetary incentives, LIFE & LEGACY motivates Jewish organizations to secure legacy gifts, steward donors, and integrate legacy giving into the philanthropic culture of the Jewish community.