



JEWISH
COMMUNITY
FOUNDATION
of GREATER MERCER

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**Jewish Community Foundation Announces
EACH ONE REACH ONE Campaign
To Double the Number of Legacy Donors**

Princeton, NJ – Through a new LIFE & LEGACY® campaign, called *Each One Reach One*, the Jewish Community Foundation of Greater Mercer is partnering with the Harold Grinspoon Foundation (HGF) to increase the number of donors participating in its community-wide legacy giving initiative to help secure the future of our local Jewish organizations.

This new effort encourages committed legacy donors to share with family and friends their stories and motivations for leaving a legacy, helping others understand their passion for the Jewish future and their communities. By doing so, we are hopeful family and friends will be inspired to leave a legacy too.

“Princeton was selected as one of seven initial communities in North America to implement LIFE & LEGACY. Now, nearly eight years later, we have secured 610 legacy commitments, which will lead to an estimated \$32 million in future gifts to 17 Jewish organizations in our region,” explained Foundation president Chip Loeb. “We are excited about *Each One Reach One* – with its new tools and messaging – because of the critical role it will play in sustaining our local Jewish organizations.”

“Legacy giving allows everyone to be a philanthropist, to acknowledge the impact local organizations and programs have had on their life and make it possible for future generations to have a similar experience. We are so thankful that to-date 18,000 donors across North America have stepped up and made a legacy commitment to one or more valued organizations. Imagine if each of you reached out to one other person, shared why you left a legacy and encouraged your friend or family member to join you. We would double our numbers and the Jewish future would be twice as bright.” said Arlene D. Schiff, National Director of the LIFE & LEGACY program.

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To encourage donors, organizations, and our community to participate, HGF is offering \$300,000 in national incentives which includes grants to the three leading Greater Mercer organizations with the highest percentage increase in legacy gift commitments.

LIFE & LEGACY is an initiative dedicated to the preservation of vibrant Jewish life for future generations by ensuring the long-term financial health of Jewish community organizations in cities across North America, including in Mercer County. Donors can fulfill their legacy giving in various ways, including through a donor advised fund. To learn more about *Each One Reach One*, LIFE & LEGACY and legacy giving, please contact Amy Zacks at amy@foundationjewish.org.

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The Jewish Community Foundation of Greater Mercer serves as a trusted resource, helping individuals and families to direct their charitable giving and guiding institutions on the importance of legacy giving and the growth of endowments and reserve funds. For more information, please visit www.foundationjewish.org.