



Jewish Community
Foundation

MILWAUKEE
JEWISH FEDERATION

PLANNED GIVING:
Smart Philanthropy,
Smart Financial Planning



Joan Lubar

I've been a donor to the Milwaukee Jewish Federation's Annual Campaign for many years, but it wasn't until I travelled to Israel and the former Soviet Union that I really understood the impact of my donation.

I visited a kibbutz that was separated from Gaza by a chain-link fence. During Operation Protective Edge, this kibbutz was really in danger. One day a rocket was fired on a car that was parked in the driveway outside a home. When it landed, the car exploded and shrapnel from the car flew into the home through the living room window. It struck a four-year-old boy named Daniel who was killed instantly. I saw first-hand how my donations support families like Daniel's with trauma counseling and respite services.

In Tbilisi, I visited a woman named Irina Davidovskaya. She is a former English teacher who experienced a bitter divorce from an

abusive husband that ruined her financially. She has several serious illnesses and is almost blind from cataracts. Irina is a beneficiary of a Federation-funded program that helps her with bathing, laundry and housekeeping. She receives a hot meal every day and groceries each week. Her case worker is usually the only visitor she has, and she keeps Irina connected to the world. In Tbilisi, many Jews are elderly, and they don't receive benefits from their government. There are no safety nets available to them. Just us!

Without the funds from the Federation, people like Irina may not be able to survive and, if they do, their quality of life, especially Jewish life, would be non-existent. That's why I decided to endow my Annual Campaign gift. The endowment will continue my annual contributions in perpetuity so that I can continue to help people in need around the world forever.



TABLE of CONTENTS

About the Jewish Community Foundation	2
Planned Giving	3
Types of Planned Gifts	
Donor Advised Funds	4
Endowments	8
Charitable Trusts	12
Bequests	16
Programs	
Create a Jewish Legacy	20
Book of Life	21
Impact of Planned Giving	26
Comparison of Planned Gifts	28
Ways to Give	Inside Back Cover



ABOUT THE JEWISH COMMUNITY FOUNDATION

In 1973, the Milwaukee Jewish Federation worked with a group of generous and forward thinking leaders to establish the Jewish Community Foundation to encourage the development of planned gifts and endowments. They understood that collectively we can do more than any of us can do alone, and they foresaw the benefits of a growing foundation with resources that could support the community forever.

Today, with more than \$190 million in assets, the Jewish Community Foundation helps donors make a long-term impact on the vibrancy and financial stability of our community. Through a variety of planned giving options, we help our donors fulfill both their financial needs and charitable desires while supporting the health of a thriving Jewish community.

WHY CHOOSE THE JEWISH COMMUNITY FOUNDATION?

We will be your partner, working hand-in-hand with you and your financial and legal advisors. As a valued donor, you'll receive personalized customer service. And, by choosing the Jewish Community Foundation, you are expressing your Jewish values and providing support to the Jewish community with every gift you make.

PLANNED GIVING

Planned giving is the marriage of philanthropy and smart financial planning.

It helps you make the most of your assets during your lifetime and helps you make future charitable gifts that are often much larger than you may have thought possible.

Planned gifts use financial, estate and tax planning techniques that can lower your income and estate taxes, and reduce (or eliminate altogether) capital gains taxes. Some planned gifts give you a stream of income during your lifetime while others enable you to continue enjoying the use of an asset even after you have given it away to charity.

Together with your financial and legal advisors we help you make an impact on the charitable organizations you care about while making the most advantageous financial decisions for you and your family.

**To learn more about the Foundation, contact Mitch Moser,
Executive Director of the Jewish Community Foundation,
at 414-390-5718 or MitchM@MilwaukeeJewish.org.**

*Donors seeking tax or legal advice should
consult with their own professional advisors.*

DONOR ADVISED FUNDS

Donor Advised Funds streamline charitable giving and may help maximize your tax deductions. Because they can be established with as little as \$2,500, Donor Advised Funds are accessible to many donors.

HOW IT WORKS

You can create a Donor Advised Fund with a gift to the Foundation in the form of cash, stock, mutual funds or other property. The Foundation sells assets if necessary and invests the cash in a fund that bears your name. You recommend gifts to charitable organizations at your own convenience, and the Foundation takes care of the paperwork.

BENEFITS of a DONOR ADVISED FUND

- Minimum gift of \$2,500
- Eligible for an immediate tax deduction, then recommend gifts on your own timetable
- Create a fund with your name that can last forever
- Give to Jewish and non-Jewish charitable organizations
- Receive personalized customer service
- 24/7 secure online access

DONOR ADVISED FUNDS

WHY CHOOSE A DONOR ADVISED FUND

Donor Advised Funds have many financial advantages that can boost your giving power. You'll be immediately eligible for a tax deduction and will pay no capital gains tax on any long-term appreciated securities. Many donors choose to establish (and replenish) their funds when they have appreciated assets or desire additional tax deductions at year-end. With the Foundation's sound investment options, you may also maximize your charitable impact over time.

Donor Advised Funds make charitable giving easy and even more enjoyable because all you have to do is recommend gifts to support the causes you care about. You have 24/7 secure online access to your fund and can make grant recommendations online. The Foundation handles the check-writing and other paper work, provides personalized customer service and information you can trust, will work directly with you and your financial advisors, and can even help preserve your privacy by making anonymous gifts from your fund.

Many donors use their Donor Advised Funds to engage their families in the process of charitable giving. You can name your children as advisors to your fund, so you can pass on your Jewish values as well as the privilege to become philanthropists.

Mark & Stephanie Goldstein



We are mindful every day that we - and this community - benefit greatly from the generosity of those who came before us.

We benefit from the individuals and families who established Congregation Beth Israel Ner Tamid, where we worship on Shabbat and celebrate simchas like our daughters' *b'nai mitzvah*. We are grateful to those who built the Harry & Rose Samson Family Jewish Community Center, where our children participated in many activities from day care to summer camp. We are especially grateful for those who supported Hillel Foundation at the University of Wisconsin in Madison, where we met. And these are just a few examples.

Continuing to support the organizations that we care deeply about is important to us. With all the various financial pressures on young families these days - daycare, braces, music lessons, camp, college savings - it's hard to envision ourselves like the major donors from generations prior who built these great institutions. Our Donor Advised Fund gave us the opportunity to get something started and has become a placeholder of sorts for philanthropy that fits our budget and priorities.

The Fund could not have been easier to set up. The account statements we receive in the mail prompt regular conversations between ourselves about our philanthropic goals and priorities, and also with our kids. The fund serves as an invitation to think bigger, and into the future, about what's possible. We need not wait until we are *bubbes* and *zaydes* to think about generations to come.



ENDOWMENTS

An endowment is a fund that may support a charitable organization or cause in perpetuity.

HOW IT WORKS

You can establish an endowment by making a donation of cash, securities, life insurance, or other property now, or later with a gift through your will, trust or retirement account. You choose the name of the endowment and which charity or program it will support. The Foundation carefully invests the fund, and each year a percentage of the fund balance is distributed.



BENEFITS of an ENDOWMENT

- Support a cause forever
- Serve as a tribute or memorial
- Donate now or later as a bequest
- Target specific causes, programs or institutions

DESIGNATED MEMORIAL ENDOWMENTS

A designated memorial endowment is a significant endowment fund that can benefit multiple charities or programs. These funds are designed to continue the donor's legacy of giving and serve as memorials to their generosity.



ENDOWMENTS

WHY CHOOSE AN ENDOWMENT

Endowments are funds that can support specific causes that are important to you like an agency, synagogue, school or program. Because only a percentage of the fund balance is given away, endowments enable you to extend your giving in perpetuity. Contributions to an endowment qualify for charitable income tax deductions and may reduce gift or estate taxes. You and others, if you desire, can make additional gifts after the endowment is established. Endowments can be named after yourself or in honor of someone you care about. Either way, it serves as a continuous source of support and a permanent statement of your values.

ANNUAL CAMPAIGN ENDOWMENTS

You may consider endowing your gift to the Milwaukee Jewish Federation's Annual Campaign, ensuring that your annual investment in our community will continue forever. Many women choose to endow their annual Lion of Judah gift of \$5,000 or more. A Lion of Judah Endowment (LOJE) begins with a gift of \$100,000.



Alan and Rita Marcuvitz



Our involvement in Jewish life sprang from religious school education – Alan in Providence, R.I. and Rita in Milwaukee. Alan’s early life was also influenced by the JCC and by Zionist Youth organizations. His first job included making pharmacy deliveries to the Providence Jewish Home for the Aged. By the time he graduated from high school, he had an appreciation of what a strong Jewish community does for its people.

Rita grew up in Bay View and then in the Sherman Park neighborhood, which had a thriving Jewish community. She was involved in B’nai B’rith and worked as a counselor at the first JCC day camp.

We met as college students in 1952, were “pinned” by early 1953, engaged later that year and married in 1954. We had a baby, Jeri, in 1955. Alan went on to law school beginning a lifetime career in the law. Three more children followed, Robert, Sheldon and Michele. We joined Beth El Ner Tamid and were surrounded by family and friends with common interests and hopes for the future.

Both of us were active in the Milwaukee Jewish Federation. Rita was a member of the Women’s Division and became a pioneer in the Jewish Food Pantry where she continues to volunteer. Alan became involved in the 1960s, eventually taking on leadership roles locally, nationally and internationally.

We share a deep interest in and commitment to Israel. The 1967 Six Day War helped us realize the importance of Israel and a thriving Jewish diaspora. That 1967 watershed event has motivated, inspired and directed us ever since. Our endowments at the Jewish Community Foundation will support the organizations and causes we care about long into the future.



CHARITABLE TRUSTS

Charitable Remainder Trusts

Charitable remainder trusts enable you to meet your financial goals – receiving an income stream during your lifetime – while also addressing your philanthropic goals of supporting organizations you care about.

Typically established with a significant appreciated asset, a Charitable Remainder Trust can provide you or another beneficiary with income during your lifetime. When the trust ends, the remaining value will be distributed to charities that you choose.

Depending on the type of trust you create, the beneficiary will receive a fixed dollar amount determined when the trust is established or a fixed percentage of the principal in the trust, which is revalued annually.

The tax benefits can be significant. You can receive an income tax deduction on the donated assets for the present value of the charitable portion of the gift and eliminate or defer taxes on capital gains. Charitable remainder trusts are especially useful for donors who want to make a large charitable contribution but still desire the income generated by the property to be donated.

BENEFITS of a CHARITABLE REMAINDER TRUST

- Avoid capital gains taxes for highly appreciated assets
- Receive an immediate charitable tax deduction
- Receive payments during your lifetime
- Make a significant gift that benefits you now and the Jewish community later

CHARITABLE TRUSTS

Charitable Lead Trusts

A Charitable Lead Trust provides income to charitable organizations during your lifetime or for a set period of years. When the trust term ends, the property held in trust will return to you or your beneficiary.

You receive an immediate federal income tax deduction equal to the present value of the future income stream. You are taxed each year, however, on the trust income.



BENEFITS of a CHARITABLE LEAD TRUST

- Support an organization during your lifetime and pass your asset on to your heirs
- May reduce gift and estate taxes on assets you pass on to heirs
- Make a significant gift that benefits charity now and your heirs later

Lucy Rosenberg



I'm not sure why I decided to become a doctor. It may have had something to do with seeing Claudette Colbert playing a doctor in the movies. Although they may have had their doubts, my parents were supportive because, by becoming a doctor, I could help fulfill their hopes for a better life in America.

In 1914 my father, Passie, immigrated to the United States from Ukraine. He became a junk peddler in Fond du Lac. He intended to send for my mother, Fradel, and my two oldest siblings, but they were not to be reunited until 1921. WWI broke out, along with the Russian Revolution, and my mother struggled to keep her children fed, clothed and healthy. After arriving in Wisconsin, she set up a "ready to wear" store in a building with living quarters in the back. I was born five years later.

We had little money to spare, and the Great Depression further deprived my parents of opportunities for advancement. Still, *tzedakah* was part of life. We always had a "Blue Box" in the kitchen for our spare pennies. Our home was a usual stop for wandering Jews because my mother kept kosher and was always willing to provide a meal for strangers.

I went on to become a pediatrician and later a child psychiatrist. In medical school I met my first husband, Marvin Glicklich, with whom I had five children and now 12 grandchildren. Today I am active in several organizations addressing issues from mental health to children at risk.

Like my parents and late husband, Jack Rosenberg, I believe that money is a means to make the world a better place. That is why Jack and I created a trust at the Jewish Community Foundation to help us fulfill our dedication to *tikkun olam* even after we are no longer here.



BEQUESTS

A bequest is a charitable gift that you make to the Jewish Community Foundation through your will or through a trust.

HOW IT WORKS

Bequests are especially flexible, making them a popular choice for planned giving. You can make a specific bequest of cash or a particular asset that will be sold so the Foundation receives the proceeds. You can make a residuary bequest where the Foundation and charities of your choice receive the remainder of your estate after all other gifts to beneficiaries have been made. You can also make a contingent bequest where the bequest will only be completed if certain circumstances have been met. Options for giving include cash, securities, real estate or marketable collectibles. Your financial or legal advisor can draft a bequest so that the gift can support a specific purpose or general operations.

BENEFITS of a BEQUEST

- Support a specific purpose or general operations
- Gift costs nothing during your lifetime
- Keep control of and benefit from your asset while you need it, then make a substantial after lifetime gift
- Modify or revoke your gift if circumstances change
- Donation exempt from federal estate taxes
- May avoid capital gains taxes if donating long-term appreciated assets

BEQUESTS

WHY CHOOSE A BEQUEST

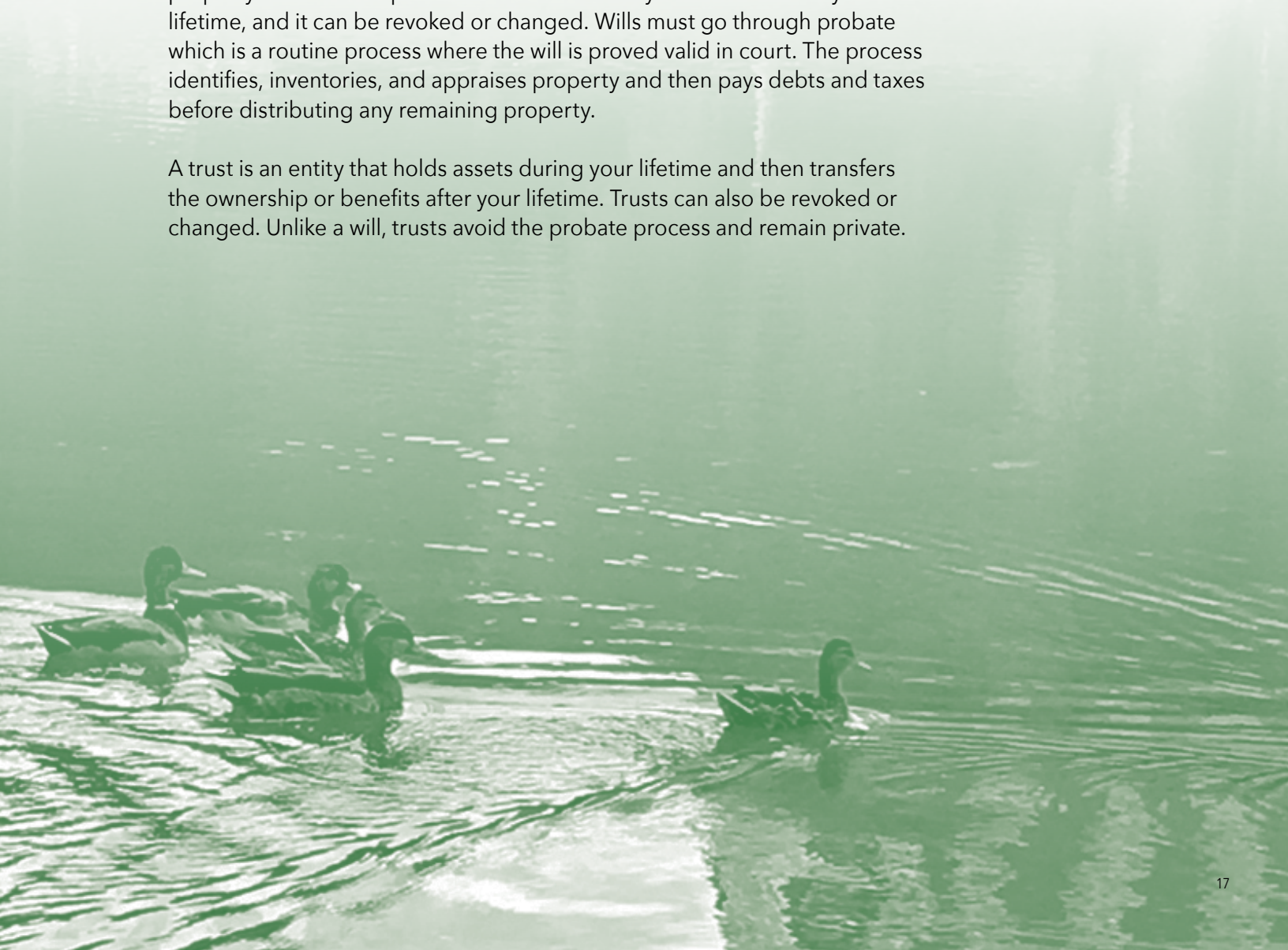
Bequests are useful vehicles for charitable giving because your assets and your cash flow are not affected during your lifetime. You can have the benefit and control of the assets and transfer them to a charity only after you no longer need them. Bequests may allow you to make a far larger gift than you might have thought possible because you can continue to fulfill your financial desires and commitments during your lifetime and because you can revoke or modify the gift if your circumstances change.

WHAT IS THE DIFFERENCE BETWEEN A WILL AND A TRUST?

Wills and trusts are different tools that can accomplish the same goal of directing how your assets will be distributed after your lifetime.

A will is a document that instructs your survivors on the distribution of your property. Your will is a private document that only takes effect after your lifetime, and it can be revoked or changed. Wills must go through probate which is a routine process where the will is proved valid in court. The process identifies, inventories, and appraises property and then pays debts and taxes before distributing any remaining property.

A trust is an entity that holds assets during your lifetime and then transfers the ownership or benefits after your lifetime. Trusts can also be revoked or changed. Unlike a will, trusts avoid the probate process and remain private.



Mark Brickman



I vividly recall gathering around the radio with my family during Thanksgiving 1947 as the United Nations voted on the partition of Palestine. My parents were ardent Zionists, and I was exposed at a young age to the movement for a Jewish state. The vote occurred after WWII ended and the tragedy of the Holocaust was exposed, so this was an emotional experience for me as a 13-year-old.

Even my first awareness of the concept of tzedakah is related to Israel: the Jewish National Fund's Blue Boxes that many Jewish families, including my own, had in their homes. My parents and grandparents, all Russian immigrants, slipped a few coins and sometimes a dollar or two into the slot every Friday night.

In 1971 I took my first trip to Israel on a UJA mission that changed my life. I remember marveling at everything I saw and being engulfed by the history that was around every corner. I was overwhelmed by the feeling of being in the majority. I was particularly moved by the dedication to the State of everyone I met, especially young people. They were eager to serve in the military and were personally involved in building Eretz Yisroel.

Since that first trip I have been back to Israel over 30 times. I've had the pleasure of taking all of my children and now my grandchildren. And each time I go, the emotions and pride wash over me again as if it were the first time. For me, Israel is the link between a people, a language, a land, a faith.

When I think about the future, I want to ensure that Israel remains strong for my grandchildren and their grandchildren. I want to be sure that our community will continue to care for one another. That's why I made a bequest to the Milwaukee Jewish Federation and to other organizations that will help fulfill these hopes for the future.



CREATE A JEWISH LEGACY

Create a Jewish Legacy is a program that encourages individuals and families to create legacy gifts that provide permanent support to the organizations they care about. Your gift can support one or more organizations of your choosing. Give now or in the future, or declare your intent to remember Jewish causes in your will or estate plan. Options include a simple bequest in a will or trust, IRA or retirement plan, life insurance policy, charitable remainder trust or an outright gift of appreciated assets or cash.

All of us, regardless of age, wealth or affiliation, have the ability to help sustain a vibrant Jewish community now and in the future.



TOGETHER WE CAN ACHIEVE GREAT THINGS. IN THE FIRST FOUR YEARS OF THE PROGRAM:

590 Donors
 + **800** Legacy Commitments
 + **15** Partner Organizations

= \$19.5 MILLION in FUTURE GIFTS

FOUR PILLARS OF LEGACY

SECURING the FUTURE

Training partner organization leaders in the importance of legacy gifts and how to ask for these gifts.

STRENGTHENING the COMMUNITY

Fostering collaboration among partners to share successes and learn from each other.

ADVANCING LEGACY GIVING

Facilitating the integration of legacy giving and stewardship activity into the culture of the organization.

MAXIMIZING IMPACT

Creating opportunities and resources to help our partners connect with donors in deeper and more meaningful ways.

BOOK OF LIFE

Charitable individuals can leave a financial legacy long after their lifetimes. The Jewish Community Foundation's Book of Life helps ensure that your charitable values last just as long.

The Book of Life is a collection of essays that record the personal histories and Jewish values that inspired an after lifetime investment in our community's future. The Jewish Community Foundation established the Book to honor and pay tribute to individuals and families who establish endowments or create other after lifetime gifts. A photo of the donor accompanies each donor's essay. The Book of Life is viewable by the public and is kept on permanent display at the Foundation's office.

Our community flourishes today and will grow in perpetuity because these people planted the seeds of caring and nurtured its roots. Their values and commitment have made our community what it is today and what it will be tomorrow.

I LIKE TO GIVE WITH A WARM HAND...

“My mother used to say, “I like to give with a warm hand.” She enjoyed the pleasure of giving during her lifetime. I have enjoyed the same pleasure by creating an endowment with the Jewish Community Foundation to benefit my synagogue and Jewish Family Services, in my husband's memory. My hope is that JFS will continue to help children and families in the same way it gave hope, sustenance and love to Harry. He would have approved.”

– Phyllis Lensky,
Book of Life Signer

Mitch and Cheryl Moser



You don't have to be the son of a life insurance agent to make a legacy gift through the Create a Jewish Legacy program - but it does make the execution part of a simple process even easier. We made a Legacy gift in our estate plan to support organizations that have impacted our family and shaped us and our children into who we are today.

As a lifelong Milwaukeean, I (Mitch) grew up at the Steve and Shari Sadek Family Camp Interlaken JCC. It helped form, develop and nurture my Jewish identity and instilled in me Jewish values, understanding and appreciation. Similarly, the hands-on leadership skills I developed at BBYO further formulated my Jewish identity and sparked an interest in Jewish issues that drives my commitment to Jewish community today.

As a Milwaukee transplant, I (Cheryl) have witnessed what a unique and inviting Jewish community Milwaukee has and the strong impact of these programs on the community and our family. Camp Interlaken has played a vital role in the Jewish identity of each of our children. The experiences they have at Camp have allowed them to foster friendships that will help them find Jewish connections as they grow and have instilled in them the "mensch" qualities that make a mom proud. I worked for BBYO, and ultimately chaired its board, and have always been very impressed by its impact on leadership development for our children. Our synagogue Emanu El B'ne Jeshurun has given us a home to celebrate simchas, a home that has been shared by many generations of Mosers.

Together, we care deeply about the Milwaukee Jewish Federation and the agencies that it supports. We recognize its central role in planning, building and sustaining Jewish Milwaukee.

Making a Legacy gift to continue the support of these organizations that have played such critical roles in our lives is the best way to help ensure they will be around for generations to come, influencing the development of other families as they have ours.



Phyllis Lensky



Sophie and Lou Kaplan, my parents and first generation Americans, were my role models. They married during the Depression and struggled to get by, living with my grandmother to save money. In 1936, I was born, another addition to an already crowded household with two boarders living in the back bedroom.

I grew up in a Catholic neighborhood on Milwaukee's South Side where my father owned a drug store. My parents made sure I received a Jewish education. For a year, I traveled by bus to the Sherman Park neighborhood to attend a public school with more Jewish children, and eventually we moved there.

In 1958 I earned a degree in occupational therapy from the University of Wisconsin-Madison. That summer, a co-worker at a Jewish camp fixed me up on a blind date with the man who would become my husband. Harry was a gentle, loving and responsible man, a voracious reader with a wonderful smile and laugh, and a sharp, analytical mind. His childhood was not easy. He lived at the Jewish Children's Home for several years because his mother, an immigrant woman who was divorced from his father, could not take care of him.

We raised two children, Mark and Roberta, who have given us nine grandchildren and two great-grandchildren. Harry and I were devoted parents, but we found time to be active volunteers. Harry became president of several Jewish organizations including Jewish Family Services. Our children are dedicated volunteers as well. They grew in their Jewish observance over the years, and Harry and I grew with them.

My mother used to say, "I like to give with a warm hand." She enjoyed the pleasure of giving during her lifetime. I have enjoyed the same pleasure by creating an endowment with the Jewish Community Foundation to benefit my synagogue and Jewish Family Services, in my husband's memory. My hope is that JFS will continue to help children and families in the same way it gave hope, sustenance and love to Harry. He would have approved.





Nancy and Jim Barnett

Growing up in Glencoe, we looked like every other suburban family, but mine was different. My father had a thick accent and an Irish surname (Kennedy) that he created after surviving the concentration camps in WWII. I learned from my father's experience as a survivor that I must live life to its fullest. I became an oncology nurse and married Jim. I committed myself to Jewish life, taking on leadership roles in the community, engaging in advanced Jewish studies and becoming a *bat mitzvah* later in life.

Jewish values are at the center of our lives, and we work to pass them on to our children. At Chanukah we took the children to buy a toy to donate to a charity of their choice. When we bought a gift for ourselves, we'd also make a *tzedakah* donation at the same time. I am proud to have created endowments that support camping and lifelong learning, giving other families the same opportunities to become involved in Jewish life.



Leon Joseph and Bonnie Bockl Joseph

Judaism, to me, is making a difference in your Jewish community. I recall that the scholar Hillel said, "Love thy neighbor – all the rest is rhetoric." I also care about Israel and the safety and prosperity of its people as well as the safety and prosperity of all Palestinians. Where do I get this passion for people and the desire to make a difference? It is primarily from my father, a prominent Milwaukee real estate developer, George Bockl. As an illegal immigrant, he arrived in America through Nova Scotia, Canada. For my Dad, one of his proudest accomplishments as an American was paying his taxes. He felt lucky to pay his share in exchange for his freedom

and the ability to be educated. I am grateful for the lessons he taught me including the importance of making a difference.



Judy and Bernard Kristal

The Jewish Community has been so important to both of us. We are thankful for what we have but also realize that we don't just live for ourselves. I became a volunteer for the Milwaukee Jewish Council for Community Relations which later became the Jewish Community Relations Council (JCRC) of MJF. I was attracted to this organization because it does work that is not being done by any other organization and is done in a quiet and effective way. It works with diverse community groups to address common concerns such as religious freedom, tolerance, mutual respect and understanding.

- Judy

After I retired in 2002, the Jewish Community Pantry became a major interest. I devote volunteer time and donations to do a mitzvah and help people in need. There is a definite comradery among pantry volunteers from picking up food every week to distributing food to the neighborhood people. The volunteers develop a strong bond and a true friendship. Our community organizations improve life for the Jewish people. People need to volunteer to make things better and we need to support these organizations with our time and money.

- Bernard



Lloyd and Sheri Levin

Honi ha Magel said, "As my ancestors planted for me, so do I plant for those who will come after me." His story has been the basis of our actions in our local, national and world-wide Jewish community. Through our activities in both the United Jewish Appeal and the Council of Jewish Federations, we were privileged to be exposed to some of the greatest thinkers of our time, and we were guided by one of the best Federation professionals in the country - Mel Zaret. They all helped us understand that we really wanted to be activists and make a difference in the history of our people. In addition, we realized that within the

Jewish Community there is so much more beyond ourselves. We hope that the legacy we leave will plant deep Jewish roots and will ensure Jewish continuity *l'dor v'dor. Am Yisrael chai!*



Robert and Micki Seinfeld

When my wife Sylvia passed away, I looked to the Harry & Rose Samson Family Jewish Community Center for an area where I could provide a meaningful endowment in her memory. At that time, the new technology of personal computers was in its early stages. I decided that a computer lab to educate the young and old about the new technology would be an important program. After a number of years, the computer lab was no longer needed at the JCC. Then, I decided to refocus my legacy support to the annual JCC Jewish Film Festival. Films with a Jewish theme have always been a major source of education, entertainment and history for the Jewish community.

ADVANTAGES OF VARIOUS PLANNED GIFTS

Type of Gift	Donor Advised Fund	Bequest	Endowment	Charitable Remainder Trust	Charitable Lead Trust
How?	Establish a fund with a minimum gift of \$2,500 to the Foundation, you recommend gifts to charities, Foundation takes care of the paperwork	Name us in your will or living trust by designating a specific amount or a share of the residual	Make a donation or bequest of assets that are invested by the Foundation, a portion of the gift supports a program of your choice and the fund can last forever	Create a trust that pays a fixed percentage or dollar amount annually to you and/or others, remainder ultimately goes to the Foundation	Create a trust that pays a fixed percentage or dollar amount annually to the Foundation, the remainder goes to family or others
Why?	Simplifies the process of charitable giving, maximizes tax deductions, flexible	Make a gift that costs nothing during your lifetime	Create a permanent source of support for a cause you care about	Diversify assets, secure often-greater income, possible inflation protection	Reduce gift and estate taxes on assets you pass to heirs, lower income tax liability, retain control of assets
Estate Tax	Reduces the size of your estate	Donation exempt from federal estate tax	Varies	Assets passing to Foundation are exempt from estate taxation	Can remove taxable assets from estate
Income Tax	Gift is deductible from income tax	N/A	Varies	Deduction for gift portion of contribution to the trust	Limited
Capital Gains Tax	Complete avoidance; value of deduction depends on type of assets	N/A	Complete avoidance; value of deduction depends on type of assets	Foundation can sell appreciated assets and reinvest proceeds without any capital gains taxes upon sale. Payment of capital gains taxes deferred until deemed distributed as part of annual distribution to you and/or others.	Varies
More	Most popular planned giving vehicle because it's easy to start, highly flexible and requires only \$2,500 to set up	Control of asset during your lifetime, make a substantial gift when you no longer need the asset	Supports specific causes that are important to you in perpetuity	Variable or fixed income for life or a term of years that you choose	Property reverts to donor or to heirs with reduced gift and estate taxes

Adapted from PlannedGiving.com

PLANNED GIFTS can be funded by many types of assets including cash, marketable securities, real estate, retirement plans, life insurance and more. Each type of asset offers its own mix of benefits to the donor.

Type of Asset	Cash	Securities	Real Estate	Retirement Plans	Life Insurance
How?	Write a check, make an online donation or give cash	Contribute publicly traded stock	Donate the property	Name the Foundation as whole or partial beneficiary	Donate a paid-up policy you no longer need or take out a new policy or name the Foundation as beneficiary on a policy
Why?	Maximize the deduction, minimize the gift details	Avoid tax on capital gains, enables a larger gift	Make a substantial gift, avoid capital gains tax	Foundation will receive full value of the retirement benefit as it does not have to pay the deferred income taxes	Make a large gift at little cost
Estate Tax	Removes taxable assets from the estate	Removes taxable assets from the estate	Removes taxable assets from the estate	Donation exempt from federal estate and income tax	Donation exempt from federal estate tax
Income Tax	Immediate deduction for full value, generally up to 50% of adjusted gross income, carry over up to 5 years	Immediate deduction for full value, generally up to 30% of adjusted gross income, carry over up to 5 years	Immediate deduction for full value, generally up to 30% of adjusted gross income, carry over up to 5 years	Heirs will avoid paying the deferred income tax	Current income tax deduction for paid up policy, future deductions for premium payments on a new policy
Capital Gains Tax	N/A	Complete avoidance	Complete avoidance	N/A	N/A
More	Easiest way to make a gift	Still like the stock? Use your cash to buy at today's price and lock in a higher cost basis	Make a gift using a non-traditional asset	Easy to give, continue to take withdrawals from the plan during your lifetime, consider a charitable rollover	Simple to set up, small financial commitment for a large gift

Adapted from [PlannedGiving.com](https://www.plannedgiving.com)



Jewish Community
Foundation

MILWAUKEE
JEWISH FEDERATION

OUR MISSION

Assist individuals and families to achieve their philanthropic goals in the most tax-advantaged manner.

Develop both restricted and unrestricted endowment funds that will form a permanent base of support for our local community, our agencies and our programs.

Work with professionals in the areas of estate, tax, and financial planning to provide the most current information pertinent to charitable giving.

Be the Jewish community's foundation...serving the needs of our people locally, nationally, in Israel and throughout the world, while sowing the seeds for a stronger Milwaukee Jewish community.

Caren B. Goldberg, *Milwaukee Jewish Federation Chief Development Officer
& Executive Director of the Jewish Community Foundation*

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