



The AJC is one of six new communities selected to participate in an North American-wide Jewish Legacy Giving Initiative

Atlantic Canadian Jewish organizations to receive coaching, training, and incentive grants from JFNA and Harold Grinspoon Foundation as part of a modified two-year program.

After an extensive application and interview process, the AJC was selected as one of six new communities to join 63 others participating in a North American-wide Jewish legacy giving initiative that to date has secured more than 28,000 after-lifetime commitments with an estimated value of more than one billion dollars for communities across North America.

"The Harold Grinspoon Foundation is very excited to be partnering with JFNA and the AJC to establish a culture of legacy giving in Atlantic Canada" said Arlene D. Schiff, national director of the LIFE & LEGACY program. "The time is right. This legacy program will make the most of the generational transfer of wealth, change the language and landscape of giving and provide generous and forward-thinking members of the Atlantic Canadian Jewish community with the opportunity to express their passion, purpose and commitment to their most valued Jewish organizations."

YOUR QUESTIONS ANSWERED

What is the LIFE & LEGACY program?

LIFE & LEGACY is an initiative of HGF which is investing \$30 million dollars over a ten-year period to preserve vibrant Jewish life for future generations by ensuring the long-term financial health of Jewish community organizations in cities across North America, including in Atlantic Canada.

"Providing Jewish communities with proven tools and training to help them secure their long-term financial goals is absolutely vital. Through the LIFE & LEGACY program, I'm hopeful that we will be able to help sustain vibrant communities that allow future generations to enjoy our rich Jewish culture and heritage," said Harold Grinspoon, the founder of HGF."

What are the objectives of the LIFE & LEGACY program?

Through LIFE & LEGACY, the AJC will partner with JFNA and the Harold Grinspoon Foundation (HGF) to help start a community-wide legacy giving program, creating a shared goal for our community to work toward. As a part of the collaboration, the AJC will, in turn, partner with local organizations in a modified two-year program that provides coaching, training and incentive grants to ensure that legacy giving becomes integrated in the philanthropic culture of the community.

How will our community benefit from the LIFE & LEGACY program?

"Acceptance into JFNA's small community cohort of HGF's LIFE & LEGACY program is a once in a lifetime opportunity for the AJC and the Jewish community of Atlantic Canada as a whole" said Naomi Rosenfeld, Executive Director of the Atlantic Jewish Council. "This experience has the potential secure the Jewish future of Atlantic Canada for generations and generations to come."

As a participant in LIFE & LEGACY's Small Federation Cohort 2 (2020-2023), the AJC will receive support from both JFNA and the Grinspoon Foundation to provide participating local organizations with the opportunity to receive unrestricted incentive grants based on meeting legacy commitment benchmarks.