



Jewish Federation
OF GREATER ST. PAUL

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Securing the future of our Jewish community

Twin Cities Jewish leaders participated in national legacy giving conference



The Twin Cities contingent at the 2019 Life and Legacy Conference with Grinspoon Foundation leaders. (L-R front row) Joe Rubenstein; Tammy Dollin, Life and Legacy consultant; Juliana Sellers; Winnie Sandler Grinspoon, president of the Harold Grinspoon Foundation; Leslie Strohm; Alene Sussman; Rena Glaser; Evan Stern; Charlie Levine; and Brian Serle. (L-R back row) Barry Glaser; Harold Grinspoon, founder of the Harold Grinspoon Foundation; Todd Marshall; Susan Lieberman; and Dana Rubin.

When Brian Serle attended his first Life and Legacy Conference in 2018, he was a bit disheartened. As a member of Mount Zion Temple's Giving Committee, Brian was working on securing legacy gifts and was disappointed with their first-year results.

That conference gave him the lift he needed. He learned key strategies that he could take back to his fellow committee members to focus their efforts.

This year was different. "Mount Zion and the other Twin Cities organizations were seen as one of the most successful communities for having completed our goals," said Brian. "This time, I was the one on the panel explaining how we did it."

That kind of success is the exact outcome the St. Paul and Minneapolis Jewish Federations planned when they partnered with the Harold Grinspoon Foundation to launch It's Your Legacy. This collaborative endowment program provides coaching, training and incentive grants to ensure that legacy giving becomes a normal part of the philanthropic culture of the Twin Cities Jewish community.

Since the start of It's Your Legacy, local Jewish organizations have received 896 Letters of Intent from donors, and those commitments are worth an estimated \$32,440,000. Of that, \$11,081,240 is already invested in the future of our Jewish community at endowments with the Federations and our agency partners.

Brian sees this project as focused on learning about people's interests more than asking for money. "One person's grandchild benefited from Tot Shabbat, so they wanted to make sure other children could enjoy that experience. Another individual wanted to be sure the religious school continues for future generations," he said. "You learn what people care about, and how they envision our future Jewish community."

For more information about It's Your Legacy, contact Susan Lieberman at slieberman@jewishtwincities.org or 952-417-2322.

If you would like to make a legacy gift to Federation, please contact Jeffrey Prottas, at jprottas@stpaulfed.org or 651-695-3185.