

## *Bunny and David Moff*

When we were first asked to tell our story, we were very reluctant. We have never thought of ourselves as philanthropists, at least not in the same category as others in the community who have far greater resources than we do. This is our story. If it motivates others like us to think about their legacy, then so much the better.

Our story begins in Eastern North Carolina, where we both grew up in traditional Conservative homes. I lived in Dunn, a very small town with only a few Jews and no synagogue. I had to travel 40 miles one way to Raleigh to go to shul and Sunday school. Bunny grew up in Fayetteville, where there was an active synagogue. Our upbringings were very similar; and by the time we met during college, it was a match made in heaven.

We both had great role models who taught us the value of being Jewish and supporting Jewish causes. Bunny's father, Joseph Blumenstein, was president of the shul in Fayetteville for 10 years. He always gave what he could of his time and his money to support the synagogue and others in need. As an immigrant from Berlin, Germany, he taught Bunny the value of taking care of fellow Jews no matter where they lived.

My grandfather, Louis Baer, was an icon in the small town of Dunn, where he made a very comfortable living as a retail merchant and tobacco farmer. He taught me the value of work and saving money by giving me five dollars every week for helping in the store. There was always a Tzedakah box at his house for loose change. He supported Jewish causes--like the Blumenthal Jewish Home in Clemmons, Bonds for Israel and Wildacres—and he also supported local causes, like the town library and fire department.

Being a part of the community and participating is in our DNA. And being a part of the Jewish Community was a given for us. We were motivated to move to Greensboro in 1972, without jobs, because of the thriving Jewish community here and the fact that it was only a two-hour drive to our parents. We joined Beth David Synagogue right away and became active. Our resources were limited, but we were able to make ends meet with a little help from our parents. We raised two boys and tried to instill in them the same values and ideals that our families instilled in us.

Little by little we found the extra money to meet the dues at the synagogue and began thinking about our giving and the causes we wanted to support---Jewish and non-Jewish. One thing we learned is that the amount of one's gift is not as important as the spirit in which it is given. We felt passionate about not only the synagogue and federation, but also other organizations like Hillel and Camp Ramah, United Way of Greater Greensboro, NCCJ, the local food bank, Reading Connections and the Guilford Green Foundation. My mentor, Leonard Kaplan, set a great example for us to emulate. While working at his foundation, we saw the power of giving. He was very wise and walked the talk!

Much of our support has been in the form of giving time to volunteer activities. With Bunny's full support, I have served in many leadership roles in the Jewish and non-Jewish community. I have served as president of Beth David Synagogue and Men's Club, chair of Jewish Family Services and chair of the BJH Foundation for Senior Services, as well as chair of the HR committee for the Federation and a board member of NC Hillel. In addition, I have served on numerous local nonprofit boards including United Way of Greater Greensboro and Partners Ending Homelessness. Bunny has been active in the Beth David Sisterhood and was a member of the bingo steering committee that raised almost \$200,000 to help pay off the Beth David mortgage. In the community, she has given of her time to tutor elementary kids in reading and to volunteer in the local health care system for over 20 years, plus she has devoted time to Operation Smile and the Humane Society.

Susan Gutterman, at the Jewish Foundation, taught us how to set up a donor advised fund. We learned that we could use this vehicle to make all our charitable contributions. It was so easy to do, and now we can direct where we want our donations to go and get the tax advantage as well.

We then turned our attention to what happens when we are gone. We decided to include a few charitable legacies in our wills and determined our choices, individually and collectively. We review our list every few years as our priorities do change.

This is our story. We hope in some small way that what we do will motivate others to do the same and will make the world a better place.