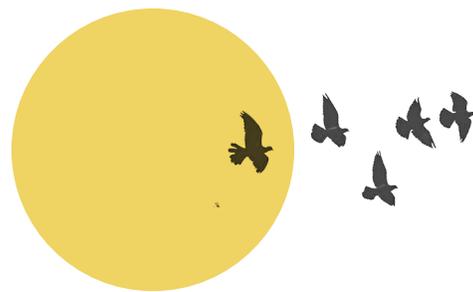


Make it Last Forever.

Consider Endowing Your Annual Campaign Gift in its Entirety.



During this extraordinary time, the Milwaukee Jewish Federation is especially grateful to generous donors like you who have endowed part or all of their Annual Campaign gifts. You have chosen to care for the community today through the Annual Campaign and beyond your lifetime through your endowment. Thank you for your foresight, which will ensure our Jewish community remains strong and vibrant now and for many years into the future.

We invite you to consider increasing your endowment to ensure your annual investment in Jewish causes through the Federation will continue forever in its entirety. The pandemic has reminded us that we never know what tomorrow will bring. You have been an essential partner in preserving the strength and vibrancy of our Jewish community. During this extraordinary time, we hope you will fully endow your gift to maximize your support for the causes closest to your heart—not just now, but always.

Just a reminder about endowed gifts:

- Only a percentage of the endowment fund balance is given away each year, which means an endowment enables you to extend your giving in perpetuity.
- With a sufficient investment, your full campaign gift can continue annually forever.
- Contributions to an endowment qualify for charitable income tax deductions and may reduce gift or estate taxes.
- You can always make additional gifts to your endowment, especially during times like these, through a donation of cash, securities, real estate, life insurance or other property now, or as a planned gift through your will, trust or retirement account.
- You can rest assured that you have done everything in your power to provide a vital safety net for Milwaukee's Jewish people and the organizations they depend on.

The Jewish Community Foundation's staff can work with you and your financial and legal advisors to ensure increasing your endowment is quick, simple and highly meaningful. For more information, please contact Mitch Moser, Jewish Community Foundation Executive Director, at MitchM@MilwaukeeJewish.org or (414) 390-5718.

Thank you again for your incredible commitment and generosity. Thank you for ensuring we can rise to meet whatever challenges we face today and far into the future.



2021
Annual Campaign
MILWAUKEE
JEWISH FEDERATION