

GOULD LEGACY SOCIETY of JEWISH NATIONAL FUND



**JEWISH
NATIONAL
FUND**

Your Voice in Israel



It is a great challenge—and privilege—to arrange your financial assets so that those you cherish will continue to benefit from a lifetime of devotion.

For you and millions of others throughout the generations, JNF has provided a unique voice in building a prosperous future for the land of Israel and its people.

The fact that you are considering a gift to Jewish National Fund indicates that your love of Israel is an integral part of your life.

Through JNF's Gould Legacy Society and Planned Giving Program, you can express your continued hope for the endurance and prosperity of the Jewish homeland. Your gift will honor you and your loved ones. You will receive permanent recognition in Israel that will symbolize your everlasting connection to the land and people.

GOULD LEGACY SOCIETY

Gould



“Jewish National Fund is an integral part of the past and the present and the legacy that will provide for the perpetuation and future of the Land of Israel. We all have a stake in the everlasting preservation of Israel.”

*Bruce K. Gould,
Gould Legacy Society of
Jewish National Fund*



The Bruce Gould Connection to Jewish National Fund

JNF has always had a strong presence in Bruce Gould’s life, from the time he was a child in Sunday School dropping quarters into the Blue Box, until today. He has held many positions at JNF, including Orlando Regional President, Products Committee Chairman, National Assistant Treasurer, and is a proud member of JNF’s Board of Directors.

Bruce, a member of JNF’s World Chairman’s Council, sponsored the Gould Legacy Society through his donation of one million dollars to help JNF perpetuate planned giving. He has also committed one million dollars for the Bruce K. Gould Amphitheatre at Ammunition Hill, site of the historic battle that led to the reunification of Jerusalem in the 1967 War.

“The site commemorates an important time in Israeli history,” he said. “It’s a meaningful place used by the armed forces, and it will now also be used for education and the arts.”

What is a Legacy Society?

The Gould Legacy Society of Jewish National Fund honors and promotes legacy gifts to Jewish National Fund. A legacy gift is one that is provided through a donor's long-term financial or estate plan. There are many ways to create your own legacy:

- *Bequests*
- *Charitable Gift Annuities*
- *Charitable Remainder Trusts*
- *Charitable Lead Trusts*
- *Life Insurance*
- *Endowments*
- *Donor Advised Funds*

When donors include JNF in any of the above plans, they become members of the prestigious Gould Legacy Society and are honored with:

- *Name recognition in the Book of Life that will be on display at JNF headquarters in New York City.*
- *A custom-designed Gould Legacy Society pin.*
- *Invitations to special events and lectures.*
- *For legacy gifts of \$50,000 and above, a limited edition, specially-designed JNF Blue Box.*
- *Permanent recognition in Israel.*

PLANNED GIVING with JEWISH NATIONAL FUND

The Palmach Museum Garden





David and Robin Frank with children Ari, AJ and Hyla

“When I was a kindergarten student, I attended Hillel Hebrew Academy Day School in Beverly Hills, and the first thing we would do after prayers was purchase JNF stamps, which we would place on a tree certificate in the outline of a tree. As I recall, these stamps were approximately 25 cents and the cost of a tree was \$1.25.” -*David Frank, JNF Vice President, Planned Giving*



Pipes Bridge at Be'er Sheva River Park



Raya and William Cowan (z"l)

BEQUESTS

Bequests

When Holocaust survivor Raya Cowan of New York City met with attorney Robert Levine, JNF's Vice President of Education, to draft her will, the JNF memorabilia in his office sparked her interest. She decided she wanted to start giving money to charity and made an initial gift of \$10,000. She continued to donate to JNF every time she received an appeal.

Cowan said that in her will she wanted to leave money to organizations in Israel and she left one million dollars to JNF. Upon her death, \$500,000 was earmarked for an endowment fund to support JNF's Israel Advocacy and Education Department and \$500,000 toward the building of the Pipes Bridge at the Be'er Sheva River Park. The pedestrian bridge incorporates the water pipes that cross the Be'er Sheva River. Pedestrians can stroll along the wooden walkway with an observation point in the center that affords a magnificent view of Be'er Sheva.

The plaque at the Pipes Bridge



*“Raya will never know the extent to which her generosity is making a difference in the lives of the people of Israel and they will never even be able to thank her. But her memory will live on in her generosity and good deeds, and in these final acts of *chessed*.” JNF CEO Russell F. Robinson*

Bequests

What better way to communicate a lifetime of good memories and success than with a bequest to Jewish National Fund? Through your will or estate plan you can perpetuate the memory of yourself or a loved one, as well as secure wishes for the future. As a result of your generosity, your name will live on. At the same time, your bequest may protect your assets from taxes and other expenses. You may also be entitled to name recognition at a park or project in Israel.

There are several types of Bequests you can use to ensure the future of JNF. Suggested language you can incorporate into a will or trust is as follows:

Bequest of a Sum:

Bequest of a dollar amount you specify in your will to give to JNF. This simple method ensures that your gift is exactly what you had in mind.

I give the sum of (insert dollar amount) to Jewish National Fund (Keren Kayemeth Lelsrael), Inc., a not-for-profit corporation organized under the laws of the State of New York, now having its principal place of business at 42 East 69th Street, New York, NY 10021.

Specific Bequest:

A Specific Bequest enables you to designate a particular asset, including stocks, bonds, and real estate, or tangible personal property such as art work, antiques, jewelry, rare books or collectibles.

I give the following (list assets) to Jewish National Fund (Keren Kayemeth Lelsrael), Inc., a not-for-profit corporation under the laws of the State of New York, now having its principal place of business at 42 East 69th Street, New York, NY 10021.

Residuary Bequest:

After all debts, taxes, expenses and other bequests have been paid, a Residuary Bequest to JNF makes available the remainder of your property or assets.

All of the rest, residue and remainder of my property, both real and personal and wheresoever situate, I give, devise and bequeath to Jewish National Fund (Keren Kayemeth Lelsrael), Inc., a not-for-profit corporation organized under the laws of the State of New York, now having its principal place of business at 42 East 69th Street, New York, NY 10021.

Percentage Bequest:

You may choose to leave a specific percentage of your remaining estate through a Percentage Bequest in the event you wish to allocate a portion of your assets elsewhere.

I give all of the rest, residue and remainder of my property, both real and personal and wheresoever situate, which I may own or be entitled to at the time of my death, all of which property shall be known as my "Residuary Estate," as follows (_ percent) to Jewish National Fund (Keren Kayemeth Lelsrael), Inc., a not-for-profit corporation organized under the laws of the State of New York, now having its principal place of business at 42 East 69th Street, New York, NY 10021.

Restricted Bequest:

You may prefer to specify your bequest for a particular purpose such as Zionist education, planting a forest, building a park, community building, water renewal, Alexander Muss High School in Israel, or any other important work of JNF.

I give the sum of (insert dollar amount) to Jewish National Fund (Keren Kayemeth Lelsrael), Inc., a not-for-profit corporation organized under the laws of the State of New York, now having its principal place of business at 42 East 69th Street, New York, NY 10021 to be used for (name of specific project desired).

Jewish National Fund's Federal Tax Identification Number is 13-1659627.



Susan and Stanley Friedman

Stanley and Susan Friedman of Elmhurst, NY celebrated their 60th wedding anniversary by joining JNF's Sunshine Mission to Israel. They were very impressed by JNF's water renewal programs in Israel—a new development since their last visit to Israel. On the trip, they learned that water is life—*mayim is chaim*—and they decided to celebrate their love by establishing a JNF charitable gift annuity in support of water renewal.

“I was always a Zionist and have contributed to several Jewish charities,” explained Susan. “After seeing the many JNF projects, I knew it went beyond planting trees—water is a huge issue in Israel and we wanted to give what Israel needed.”

This two-life annuity assures that both husband and wife will receive annuity payments throughout their lifetimes. Moreover, they have the satisfaction of knowing that their contribution to the State of Israel and to its people is greatly appreciated.

“Israel will always hold a special place in our hearts. Am Yisroel Chai!” *Susan Friedman*

CHARITABLE GIFT ANNUITY

JNF Dedication Wall in American Independence Park, outside Jerusalem in the Judean Hills



Charitable Gift Annuity

A **Charitable Gift Annuity** is an **agreement** between the donor and JNF. In exchange for an irrevocable gift of cash or securities, JNF agrees to pay one or two annuitants a fixed sum for life. The annuity payments can be monthly, quarterly, semiannual or annual and are guaranteed by the general resources of Jewish National Fund and regulated.

The annuity rate is determined by the age or ages of the annuitants at the time the gift is established. The older the annuitants, the higher the annuity payout rate. The rate, once determined, never changes and is set for life.

In most cases, especially when funded with cash, a portion of each annuity payment is deemed tax-free, increasing each payment's after-tax value.

By donating appreciated stocks or mutual funds, the donor can avoid costly capital gains tax when sold, saving the donor tax dollars.

Achieve your financial goals and JNF will receive much-needed support to continue ensuring the prosperity of the land and people of Israel. Contact Jewish National Fund's Planned Giving Office at **800.562.7526** to speak with a Planned Giving Specialist. You may also go to jnf.org/plannedgiving to learn more or to do your own illustration on the *Planned Gifts Calculator*.

Types of Annuities:

Immediate Payment Charitable Gift Annuity will start paying the annuitants in the year they fund the gift.

Deferred Payment Charitable Gift Annuity allows a donor to contribute cash or securities now and receive annuity payments at a later specified time, such as retirement. Deferring annuity payments yields higher payouts when the income begins and in most cases a significantly larger income tax deduction in the year the annuity is established.

Flexible Deferred Payment Charitable Gift Annuity puts off payments until sometime in the future. The donor can choose from a range of start dates so that the annuity payment can be received at the time it is needed most.

The Charitable Gift Annuity is a gift-planning tool that offers JNF donors competitive annuity rates and:

- Fixed income for life for up to two named beneficiaries guaranteed by the general resources of JNF.
- A portion of the annuity payment may be tax-free.
- Avoidance of lump sum capital gains tax if you fund your gift annuity with appreciated securities.
- Income tax charitable deduction.
- Support for JNF's important work for the land of Israel and its people.

Geri Shatz wanted to do something important through Jewish National Fund for the land of Israel, but, “there was a real limit to how much more I could give each year.”

The answer: Shatz bought a \$100,000 life insurance policy and named JNF as the owner.

Here’s how it works: Shatz purchased a life insurance policy with a face value of \$100,000 and named JNF as owner and irrevocable beneficiary. To fund the policy, Shatz writes a check to JNF in the amount of \$1,000 each year. JNF, in turn, pays the premium to the insurance company. This will allow her to preserve her tax deduction. Upon her demise, JNF will receive the \$100,000, and establish an endowment in Shatz’s name whose purpose is to permanently fund her Sapphire gift.

“I will continue to make a major gift to the annual campaign of JNF, and now will be a Sapphire member eternally, which is so meaningful,” she said. “This is a great way to have your commitment continue even when you can no longer make a gift, and it does not affect the inheritance you leave for your family. You can set this up now, when the cost is manageable, and, just as I have, you’ve locked in a gift in perpetuity to a cause that is close to your heart.”

LIFE INSURANCE

Insurance

Jill Janowski and Geri Shatz





Donations of life insurance are further recognized through the Daron and Ron (z"l) Barness Circle.

Life Insurance

Life insurance is a vital part of estate and financial planning. As a part of an estate plan, life insurance allows the insured to pay estate taxes with discounted dollars. As part of a financial plan, it provides necessary funds for a family to carry on in the case of a premature death.

Ron and Daron Barness built a very successful real estate practice upon their moving to Phoenix years ago. They shared their good fortune by contributing to many local charities. Part of their philanthropy included the advocacy of legacy giving, as they knew sustainability is a vital component in the continuation of their good work.

Ron and Daron contributed a one million dollar life insurance policy to Jewish National Fund. Ron, unfortunately, passed away in 2012. With their children, Jordana and Zachary, Daron is continuing the family's philanthropic activities.

Jewish National Fund is proud to create the Ron and Daron Barness Family Circle to recognize and acknowledge donors who see the importance of perpetuating their support for JNF by donating either existing or new life insurance policies. These commitments are important as they ensure JNF's mission for the land and people of Israel will continue.

You can also benefit JNF by naming Jewish National Fund as the ultimate beneficiary of your life insurance policy, by requesting a beneficiary form from your insurance company. Complete the form with JNF's legal name, address and tax identification number: Jewish National Fund (Keren Kayemeth Lelsrael), Inc., 42 East 69th St, New York, NY 10021, EIN#13-1659627.

In 2000, David Gursky established a Charitable Remainder Unitrust naming Jewish National Fund as the sole beneficiary by donating some commercial property he owned. In addition to creating a lasting legacy for JNF, Gursky received valuable tax benefits: he avoided capital gains tax, reduced his income taxes and saved his estate significant taxes as well.

Years ago, when David was in grade school, he and his classmates would place five-cent stickers on paper trees until they had raised the requisite \$1.50 to buy a tree to be planted in Israel. David was known to say—"I always believed in JNF as a youngster, but when I was growing up, money was so tight; it was actually tougher for me to buy a tree then than to contribute to a charitable trust today. I don't think I ever made the \$1.50 goal."

David's charitable trust provided him with a generous income during his lifetime. Upon his passing in 2013 his trust terminated and the remaining funds were used to support vital JNF projects.

CHARITABLE TRUSTS

Charitable

David Gursky (z"l)



Charitable Remainder Trusts (CRT)

A Charitable Remainder Trust (CRT) is a gift plan defined by federal law that enables a donor to provide income for himself, a spouse, or others while making a generous gift to JNF. CRTs are separately managed trusts that can be designed to meet specific financial needs and investment objectives.

To create a CRT the donor irrevocably transfers assets such as cash, securities or real estate to a trust. The donor can even name himself or herself as trustee. In many instances, Jewish National Fund can act as a trustee. Depending on the grantor's goals, the CRT can pay the income beneficiaries a fixed or variable income throughout their lifetimes, for a fixed term of 20 years or less, or a combination of the two.

When the trust ends, either by the passing of the income beneficiaries or the expiration of the trust term, the remaining trust principal is distributed to JNF.

Charitable Remainder Trusts offer a number of significant benefits:

- Income for the beneficiaries.
- Charitable income tax deduction.
- Avoidance of lump-sum capital gains tax when funded with appreciated assets such as securities or hard-to-sell assets such as real estate or closely held business interests.
- Ongoing support for Jewish National Fund when the trust terminates.

Charitable Remainder Unitrust (CRUT)

Standard Payout Charitable Remainder Unitrust

This type of trust pays the income beneficiaries a return based on the trust's agreed-upon stated percentage rate multiplied by the market value of the trust assets as revalued each year (normally January 1).

If assets in a CRUT are valued at \$100,000 as of January 1 and the stated percentage rate is 5%, the trust will distribute \$5,000 for that year. If on January 1 of the subsequent year the trust assets grow to \$110,000, then the trust will pay income of \$5,500 (5% multiplied by \$110,000). Naturally, if the trust assets decline from one year to the next, then the income will also decline.

Charitable Remainder Annuity Trust (CRAT)

The primary difference between the Unitrust and the Annuity Trust is the income from a CRAT never changes—it is fixed for either the lifetimes of the beneficiaries or the trust term. Unlike the CRUT, assets are not revalued each year, but the value is fixed when the CRAT is established.

CRATs are ideal if the income beneficiaries want income security. Unlike the CRUT, a CRAT is not permitted to take additional contributions once it has been established.

Cynthia Hertz and her husband, Matthew J. Hertz (z"l), learned about JNF through its Planned Giving Department. Ever since, she has become a devotee as a South Palm Beach Board member and a JNF Sapphire Society member.

“Matthew believed it was good financial planning to invest in JNF,” said Cynthia. “He was always very supportive of its work; JNF practiced efficient fiscal management, and it was a way to be charitable and get an annuity.”

The couple established a strong connection with JNF through a variety of Planned Giving projects: gifting a piece of real estate to a Charitable Remainder Trust, setting up a Charitable Remainder Annuity Trust, and a Charitable Gift Annuity. They also established the Dr. Matthew & Cynthia Hertz Charitable Lead Trust, which generates a yearly income to JNF, among several other charities, and funds water projects as per the Hertz’s designation.

In 2006, through the income generated from the Lead Trust, funding was provided to the East Bachan Reservoir at Emek Hefer. Cynthia has a keen interest in the water situation in the Middle East and sees JNF’s water renewal programs as a solution to the problem. Her family’s contribution was marked by a pillar at the reservoir which was unveiled for her at a private dedication ceremony.

CHARITABLE TRUSTS

Cynthia Hertz at the East Bachan Reservoir



The “FLIP” Charitable Remainder Unitrust (CRUT)

The “FLIP” Charitable Remainder Unitrust (CRUT) actually combines two different forms of CRUT, the Net Income Charitable Remainder Trust (NIMCRUT) and the Standard Unitrust (CRUT) into one form. This is ideal for contributions of real estate, or other hard-to-sell assets because it allows the trustee to search for the best price possible while being unencumbered by a fixed percentage payout while the property is being sold. Under a FLIP CRUT, the trust is obligated to pay to the beneficiary the stipulated income rate or the net income whichever is less. In the calendar year after the property is sold, the FLIP CRUT converts to a Standard CRUT where the income is determined solely by the value of the trust’s assets multiplied by the stated percentage payout.

In summary, the FLIP CRUT gives the donor and the trustee the most flexibility in structuring a proper sale of a hard-to-sell asset without the demands of a fixed income stream. Once the trust “flips,” and the assets are no longer illiquid, the income stream will be based solely on the trust’s assets.

Charitable Lead Trust

A Charitable Lead Trust is a gift plan that allows a donor to transfer assets to family members at a reduced tax cost while making a generous gift to Jewish National Fund. During the trust’s term JNF receives an annual income, and at the trust’s termination the assets are returned to the donor’s heirs. The benefit to JNF is the annual income stream the trust pays. The value to the donor’s heirs is they can receive estate assets at a very low or no tax cost to them.

Let’s look at an example: Judy and David own apartment buildings and have accumulated an estate in excess of their combined exclusions. In doing their estate planning they realize the estate tax could significantly reduce the value of the estate they wish to pass to their heirs. They support Israel and insist philanthropy be a part of their plan, but are looking for ideas that will not disinherit their children and grandchildren. One of the buildings they own was appraised at \$2,000,000. The building has stable tenants and produces about 6% a year after expenses are paid. During a consultation with JNF’s Planned Giving Department they were presented the idea of transferring this apartment building to a Charitable Lead Trust paying 6% with a 15-year trust term. The transaction could produce the following results:

- Using current assumptions at the time the gift was established it was determined that the gift value of a \$2,000,000 gift for 15 years at 6% was about \$446,520. Meaning that, as far as the IRS was concerned, even though Judy and David transferred a gift for the ultimate use of their children of \$2,000,000 the IRS considered its present interest value at \$446,520.
- By Judy and David using a portion of their combined gift tax exclusion at the time, this gift will be tax free to the kids. David and Judy might still have lifetime exemption available for other tax free gifts.
- For the next 15 years JNF will receive an annual income of \$120,000 per year.
- At the end of the 15-year term the building will be returned to Judy and David’s children without any taxes owed. (If the children wish to sell the property at some time, they will owe capital gains taxes.) At a 4% growth rate the building would have a value of approximately \$3,601,870.

After looking at the numbers Judy and David consulted with their legal and tax advisors to see if the idea would be beneficial. They realized they can reduce their estate tax burden, give their children a very valuable asset and provide Jewish National Fund with a significant income for 15 years, all for very little or no tax cost.

Growing up in New Jersey, Steve Rubenstein was taught by his father the importance of giving back to society and Israel. When he first became involved with Jewish National Fund Steve decided that rather than just writing a check, he would give JNF a 10% stake in industrial properties that he purchased as part of his real estate business. As the property maintains itself, the dividends go right into the Steve Rubenstein Donor Advised Fund. The funds were then directed by Steve to the JNF projects of his choosing.

Upon Steve's passing, his son Andrew increased his involvement with JNF. Every six months when dividends come in, Andrew decides on the specific projects that the donor advised fund should support. Programs they have funded include The Arava Institute for Environmental Studies, Ammunition Hill, Halutza, and various environmental, tree planting, and water projects.

"Philanthropy has become a family tradition, one that I have passed on to my children. I think it's important to maintain the infrastructure of the State of Israel as a country, and the donor advised fund allows my father's legacy to continue doing so." Andrew Rubenstein

DONOR ADVISED FUND

Advised

(L-R) Victoria, Cameron, Olivia and Andrew Rubenstein

Recognition Pillar for the Rubenstein's support of a fish farm at Kibbutz Mashabe Sabeh in the Negev.





Sderot Indoor Recreation Center

Donor Advised Fund (DAF)

Jewish National Fund's Donor Advised Fund (DAF) is a smart, tax-wise and cost-efficient way to streamline donors' charitable giving with one easy account.

For as little as \$10,000, you can start your own JNF Donor Advised Fund with a contribution of cash, stocks, bonds, mutual funds or certain other securities. In most cases the donor will receive an immediate tax deduction for the full fair market value of the contribution.

Once the contribution is received, it will be split into two accounts—one dedicated to support JNF projects, and another to support additional charitable organizations.

The donor has the ability to choose how the donation is invested among a choice of four portfolios of mutual funds: Growth, Balanced, Conservative or Money Market Pool. The donor then recommends which charities should receive grants and which JNF projects are most important. The minimum recommended grant starts at \$250. The DAF can also pass on the privilege of grant making to another generation.

The JNF Donor Advised Fund provides you with the following benefits:

- Convenience and consolidated record-keeping.
- Tax advantages - the donor receives an immediate income tax deduction for DAF contributions. Gifts of appreciated assets held more than one year get the added benefit of avoiding capital gains tax.
- A donation that can grow.
- Flexibility - with a simple phone call, the donor can make grants to JNF or another pet charity such as a synagogue, Jewish Community Center, day school, hospital, museum, or college.

Dr. Irving Taylor serves as an outstanding role model and philanthropist. A member of JNF's prestigious World Chairman's Council, Dr. Taylor's commitment to JNF and Israel is evident through his JNF contributions which include refurbishing the Kennedy Memorial and the building of a 3,000-seat amphitheatre on the Mitzpe Ramon Air Force Base, among other generous donations.

Dr. Taylor has also been instrumental in the development of Kibbutz Kerem Shalom, where he has helped fund its recreation center, several gardens and outdoor parks for families living on the kibbutz as well as for soldiers stationed in this kibbutz on the border of Egypt and Gaza. Dr. Taylor is now funding after-school enrichment programs for the children who live there.

He has also established an endowment fund with JNF which helps support the Isaac H. Taylor Jewish Music Festival at NCSY in Baltimore.

ENDOWMENT GIVING

Endowment

Dr. Irving Taylor





The amphitheatre on the Mitzpe Ramon Air Force Base

Endowment Giving

Creating a gift in perpetuity is a meaningful way to ensure that one's support for Jewish National Fund will continue long after the individual has passed away.

Endowment funds can be created for specific projects, such as Zionist education, or left to JNF to use the proceeds at its own discretion based on the needs of the time.

Generally contributing an amount in such a way that the fund's principal is never touched creates an endowment fund. Instead of using the initial principal amount, the endowment makes distributions from the fund's earnings. This arrangement ensures that the fund is never depleted and the donors' intentions for the use of the money are fulfilled.

An endowment fund is a flexible gifting arrangement and can be designed to the exact wishes and goals of the donor.

JEWISH NATIONAL FUND (JNF) began in 1901 as a dream and vision to reestablish a homeland in Israel for Jewish people everywhere. Jews the world over collected coins in iconic JNF Blue Boxes, purchasing land and planting trees until ultimately, their dream of a Jewish homeland was a reality. Today, JNF continues to give all generations a unique voice in building and ensuring the prosperity of the land of Israel through their generosity and partnership with the people of Israel.

JNF embodies both heart and action; our work is varied in scope but singular in benefit. We strive to bring an enhanced quality of life to all of Israel's residents, and translate these advancements to the world beyond. JNF is greening the desert with millions of trees, building thousands of parks, creating new communities and cities for generations of Israelis to call home, bolstering Israel's water supply, helping develop innovative arid-agriculture techniques, and educating both young and old about the founding and importance of Israel and Zionism.

For more information on Jewish National Fund:

800.562.7526

plannedgiving@jnf.org

jnfg.org/plannedgiving

42 East 69th Street, New York, NY 10021

Federal tax identification number is 13-1659627.



JNF is a registered 501(c)(3) organization and United Nations NGO, which continuously earns top ratings from charity overseers.