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TIME TO GROW!

5 THINGS TO KNOW FROM JEWISH FEDERATION OF GREATER ATLANTA

JUNE 4, 2019

5 LEE KATZ: A CHAMPION FOR LIFE & LEGACY

Lee Katz, a native son of Atlanta who has served on the boards of many Jewish organizations, has taken on an important new fundraising role in the community. As chair of LIFE & LEGACY in Atlanta, he is working with 14 local Jewish agencies, day schools and synagogues to steward the solicitation and commitment of legacy gifts. The program is a four-year partnership with the Harold Grinspoon Foundation which provides comprehensive training to participating communities. "LIFE & LEGACY educates our community on the importance of legacy giving and teaches us how to motivate individuals to make these vital after-lifetime commitments," Katz says.

"With two sons and two daughters-in-law living in Atlanta, along with six grandkids who all go to Jewish day schools, I live my life by the words, *l'dor va dor*, from generation to generation. Yet I also know that many nonprofit organizations will fail in the next 10 years if 20-30% of their fundraising plan doesn't include bequest and endowment gifts. Our partnership with the Grinspoon Foundation is already yielding great results." Thank you, Lee, for your commitment to Jewish Atlanta and for helping to secure a sustainable Jewish future. Approximately $13.4M has already been pledged.