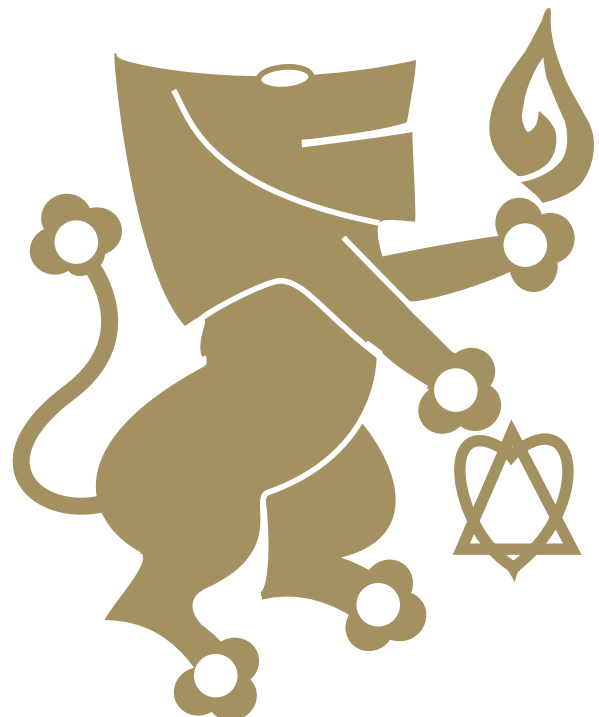


LION OF JUDAH ENDOWMENT (LOJE)

A Lion of Judah Endowment (LOJE) is a permanent fund dedicated to endowing a woman's Lion of Judah gift to the UJA Federation of Greater Toronto.

AT-A-GLANCE

- Enables your UJA Federation of Greater Toronto Annual Campaign gift to be made in perpetuity
- Establishes a legacy to safeguard the values that have inspired your giving during your lifetime
- Offers tax benefits for you and/or your estate



Jewish women are setting the standard for philanthropic giving and commitment to future generations.

In the forefront are Lion of Judah donors. Establishing a Lion of Judah Endowment (LOJE) at the Jewish Foundation of Greater Toronto allows a woman to endow her gift to UJA Federation Women's Campaign & Advocacy in perpetuity. When a woman creates a LOJE, the prestigious Or L'Atid flame is added to her Lion of Judah pin. The Or L'Atid flame signifies a woman's commitment to the continuation of Jewish life. With a minimum legacy of \$100,000, donors can establish a LOJE Fund. Doing so can be as easy as adding a simple clause to your will or purchasing a life insurance policy.

The strength and vitality of women's giving continues through LOJE – enabling women to leave a legacy to help fight for social justice, heal the sick, preserve human dignity, and provide Jewish education and Jewish continuity.

THERE ARE SEVERAL WAYS A WOMAN CAN ESTABLISH A LOJE:

- Gift of Cash/Assets – An outright gift of cash or appreciated assets like stocks or bonds is the easiest option.
- Bequest – a simple bequest in your will is the most common technique for creating a LOJE.
- Gift of Life Insurance – A gift of life insurance is particularly appealing to donors because of its reasonable cost and tax benefits. By naming the Jewish Foundation of Greater Toronto owner and beneficiary, the donor is able to deduct the amount of the annual premium.
- Gift of RRSPs and RRIFs – A gift of an RRSP or RRIF is ideal for transfer in whole or in part to create a Lion of Judah Endowment as it is subject to high taxation when left in your estate.

There may be additional funding vehicles available to you. The Jewish Foundation of Greater Toronto staff or your financial or estate planner can help you select the one best suited to your philanthropic goals.

CALL 416-631-5703 TODAY

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LION OF JUDAH