

We are extremely grateful to the Morris & Rosalind Goodman Family Foundation for their commitment, generosity and partnership in establishing **The Rosalind Goodman LOJE25 Leadership Legacy Project** – building upon our extraordinary legacy and sustainability by raising \$100 million in new or increased Lion of Judah Endowments.

The Goodman Family and JFNA have named this initiative for our dear late friend and leader, Roz Goodman, z"l, as a fitting tribute to her tireless work on behalf of others, and the meaningful legacy she left to all of us.



Rosalind Goodman, z”l

For Rosalind (Roz) Goodman, leading by example was a way of life, and one that was a guiding principle from the age of 17 when her foray into community service first began at the Hillel at McGill University. This experience, and the examples she learned from her mother, led to a life of service.

Roz stood out as an extraordinary leader in Montreal—and beyond. Her reputation as an exemplar of leadership and volunteering was demonstrated in her commitment to action. No task was too small, and she infused everything she did with fun and passion, thereby bringing along others who wanted to join her in the causes she championed.

In 1986, as Chair of the Women’s Division Campaign in Montreal, Roz introduced the concept of the Lion of Judah. As a result of this legacy, and her exceptional efforts in the annual Campaign, she was honored with the Federation’s Outstanding Leadership Award.

The dedication and professionalism with which Roz tackled each mandate made her a catalyst for progress and an inspiration to many. Over the years, she served on local, national and international Boards of organizations, and chaired numerous committees and events. Roz was continually honored for her work and received many awards, including the Samuel Bronfman Medal, the highest honor of the Jewish community in Montreal.

In 2005, Roz co-founded with her husband, Morris, the Morris & Rosalind Goodman Family Foundation. The Foundation, now chaired by Shawna Goodman Sone, supports and strengthens initiatives in Canada and Israel, allowing Roz’s passion to make a difference for new generations of volunteers and professionals. This has led to the extraordinary commitment to advance Women’s Philanthropy by strengthening legacy giving through the Lion of Judah Endowment (LOJE), as well as many other transformative gifts, including the establishment of the Rosalind Goodman Cultural Institute at the Jewish Public Library in Montreal (the only 5-language Jewish public library in the world) and a variety of initiatives in Israel focused on improving STEM education.

Roz and Morris were married for fifty-three years when she lost her struggle to lung cancer in 2014. Along with Morris, she left four children—Debbie, David, Jonathan and Shawna, and their spouses—all of whom have followed in her footsteps and participate actively in community. This great legacy is now being passed on to her 9 grandchildren.



Forever Starts Today

Compassion. Strength. Leadership. A deep commitment to the Jewish community. You are a woman who embodies all of these values. You are a Lion of Judah. Your work helps support, sustain and build Jewish life – across the street and around the world.

When you create a Lion of Judah Endowment (LOJE), you establish a charitable gift of at least \$100,000 in your name. This endowment is designed to provide ongoing support of Federation.

Endowing your Lion of Judah ensures that your philanthropy makes an even greater difference. Throughout your lifetime and for generations to come – continuously working to assure a strong, vibrant Jewish future.

It is never too soon to create your Jewish legacy. Forever starts today.

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My LOJE is a way for me to honor my mother and set an example for my children and my community — passing our values on.

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From Generation to Generation

Your LOJE gift will continue to impart your values. Paying them forward – today – and for generations to come.

Instilling the importance of upholding our Jewish community.

Helping others. And working to repair the world. It is the most precious legacy you can leave. *L'dor v'dor.*

Build a Jewish World That Will Thrive in the Years Ahead

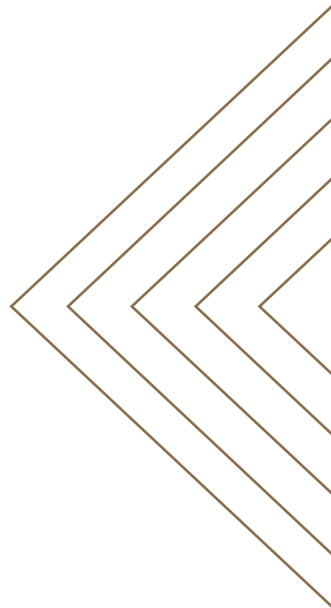
There's no denying we live in an uncertain world. However, women are proving stronger than ever. We are shaping the future. And as a LOJE, you are shaping the Jewish future.

You can't know which way the winds of change blow – but you can provide a compass that will always point to true Jewish values. You can leave provisions that will ensure – no matter what may come – our community will continue to grow in strength and vibrancy.

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It makes me proud to know that what I care about today will be taken care of tomorrow.

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There are Many Ways to Create a LOJE

Whatever your estate planning and tax objectives may be, a LOJE fund can easily be designed to match your family and financial circumstances – with great benefit to you.

Your attorney or financial advisor can advise you on the best endowment vehicle for you. In the meantime, here are three of the most popular ways through which you can achieve your philanthropic goals:

A Charitable Gift or Bequest can be made in your will or living trust. When you name the Federation in your bequest, you are creating an endowment that will provide permanent resources for the future, at no cost to you now.

A Retirement Fund is one of the most beneficial ways to create an endowment, by naming Federation as the beneficiary of all or part of the fund. This establishes as a legacy gift, separate from any family assets, will or estate plan.

Life Insurance is an advantageous and economical way to fund a LOJE, particularly for younger women. It is easy to arrange and provides an immediate tax deduction on any paid premiums, while still establishing the endowment separately from your current assets.

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For me, creating my LOJE is the most meaningful way I can prepare for the future.
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Keep the Flame Alive

A LOJE lights the way for your family and community.
Helping to illuminate Jewish life well into the future.
Burning bright for all who are in need.

Endow your gift and join us in celebrating 25 years of the Lion
of Judah Endowment. Join us in keeping the flame alive.

Contact your local Federation professional to start creating
your legacy.



The Jewish Federations
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