

# INSIGHTS



*A Communication of The AIPAC Tomorrow Campaign*

*Fall 2011*

## **YOUR WILL IS EVEN MORE POWERFUL TODAY...**

*...and Your Commitment Is Needed as Never Before*

The litany of threats facing Israel today is staggering. There have been terrorist attacks across Israel's border. Palestinian statehood efforts at the United Nations threaten Israel's security. Iran, sworn to wiping Israel from the map, is dangerously escalating its illicit nuclear program. The need for a secure Israel today and for the future has never been more critical. That's why we ask you to act now.

Now, your new legacy commitment will be even more powerful. A generous group of AIPAC supporters stepped forward to create the AIPAC Tomorrow Challenge with legacy commitments worth \$29 million, challenging *you* to match their commitments at any level. Only \$13 million remains to be matched! Learn more about the Challenge and the easy ways you can take part without opening your checkbook. How? Read the article below for details.

## **Leave a Lasting Legacy**

Bequests in your will are one of the easiest ways to take the AIPAC Tomorrow Challenge because they are so accommodating:

- No immediate donation is required;
- There is no minimum. Every gift makes a difference;
- They can work easily in most any estate;
- Can be made as a set dollar amount or a percentage of your estate;
- It is a simple matter to amend an existing will or trust by adding a codicil; *and*
- You can take care of loved ones *and* leave a lasting legacy of a more secure Israel for future generations.

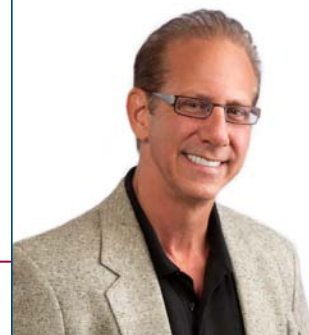
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## **Act Now!**



Make a Bequest to Secure Israel's Future

***Your Will is Even More Powerful Today***



**Robert Entel,**  
*Clearwater, FL*

*"At this year's Policy Conference, I was inspired by the AIPAC Tomorrow Challenge. I had been thinking about making a legacy gift to AIPAC for a while and decided that now was the time to do it."*

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## Choose How You Give a continuation of “Leave a Lasting Legacy” from page 1

**U**se this guide to help you tailor your bequest to your personal situation. And remember, regardless of the type of bequest or the size of your gift, your contribution will qualify for the Tomorrow Challenge and will mean more for our ability to help future generations of AIPAC’s pro-Israel activists.

TYPE OF BEQUEST	WHEN TO USE IT	HOW TO SAY IT
<b>General Bequest</b>	To make a gift to pay for AIPAC’s non-charitable lobbying and political expenses.	I give and bequeath _____ (dollar amount or percentage of estate) to American Israel Public Affairs Committee (Federal Tax I.D. #53-0217164) located in Washington, D.C.
<b>Percentage of Remainder Bequest</b>	To give AIPAC a percentage of the remainder of your estate after taking care of loved ones.	I give and bequeath to American Israel Public Affairs Committee (Federal Tax I.D. #53-0217164), located in Washington, D.C., a sum equal to _____ percent of the rest, residue and remainder of my estate.
<b>Contingent Bequest</b>	To make your gift directly to AIPAC only if there would be no federal estate tax effect; otherwise, the gift is directed to the American Israel Education Foundation, the charitable organization affiliated with AIPAC.	I give and bequeath _____ (dollar amount or percentage of my residuary estate) to American Israel Public Affairs Committee (Federal Tax I.D. #53-0217164) located in Washington, D.C., provided that the amount of this bequest shall be reduced and redirected to the American Israel Education Foundation (Federal Tax I.D. #52-1623781), located in Washington, D.C., if and to the extent necessary to ensure that the amount of federal estate tax payable by my estate is not increased by this bequest.

### A TAX-WISE WAY TO TAKE THE CHALLENGE

If you are considering a charitable bequest and have assets held in an individual retirement plan, your estate may be better served by leaving these income taxable assets to AIPAC’s affiliated charitable organization (AIEF), directing other non-income-taxable assets to your loved ones. **If you want to:**

- Avoid having your heirs pay income and estate taxes on your remaining hard-earned IRA savings;
- Retain the ability to use your IRA assets throughout your life;
- Reduce the size of your taxable estate...

...simply ask your IRA administrator for a Beneficiary Designation Form and include AIEF as a partial or full beneficiary. **And don’t forget to let us know so we can include your gift in the AIPAC Tomorrow Challenge!**

## Gila and Adam Milstein: *Our Personal American “Miluim” Duty*

**M***iluim*, the mandatory Israeli Army reserve duty, is a commitment Gila and Adam Milstein have made, literally and figuratively. Growing up in Israel, they served in the Israeli Defense Forces (IDF) and both take their continuing responsibility to serve *Miluim* very seriously.

Gila was born in Morocco and immigrated to Israel when she was six years old. A graduate of the Rothschild Hospital Nursing School, she served as an officer in the Israeli army. Born in Israel, Adam served in the IDF during the Yom Kippur War and graduated from Technion, the Israel Institute of Technology. After immigrating to the U.S. in 1981, Adam earned an MBA from USC and has had a successful career in commercial real estate.

“Now American citizens, they remain committed to Israel’s safety. Our reserve duty is to ensure American support for the state of Israel and the best way of doing that is through AIPAC. For us, joining and being part of AIPAC means being an involved activist. We strongly believe in leading by example.”

AIPAC activism is not limited to Gila and Adam. It has become a fixture of the Milstein’s family life. “At the beginning of the Second Intifada, our eldest daughter, Merav, called to tell us about the rising anti-Semitism on campus. That phone conversation and their desire to assist Merav and other Jewish students, changed our family’s future,” they recalled. As the Milsteins say with pride, “AIPAC is a multi-generational commitment and it makes sense that our children would be involved, too. We have taught

our daughters that strong support for Israel from one generation to the next is crucial.”

Their middle daughter, Leerone, met her husband at an AIPAC Policy Conference and their youngest daughter, Natalie, is now the co-president of Tufts Friends of Israel.

The Milsteins are supporting several AIPAC Campus programs today and in perpetuity through the American Israel Education Foundation and

The AIPAC Tomorrow Campaign. Their original gift was made anonymously. When the AIPAC Tomorrow Challenge was announced, the Milsteins decided to increase their level of financial commitment. They were convinced that now was the time to go public, hoping to encourage others to also make their legacy gifts known.

Their gift supports AIPAC’s Campus Allies programs, uniquely designed for student leaders from Historically Black Colleges and Universities, Christian Campuses, Hispanic Association Colleges and

Universities, AIPAC campus activists not eligible for AIPAC’s birthright Israel program, as well as campus political leaders. Three dozen current members of Congress graduated from schools associated with these networks.

“As Israeli-Americans, our commitment to AIPAC is a no brainer,” explain the Milsteins. “AIPAC is the number one organization working to strengthen Israel in the United States and the most important organization affecting America’s relationship with Israel. It’s our duty, our American *“Milium,”* to help secure the birthplace and homeland of the Jewish people, the state of Israel.”



**The entire extended Milstein family from Los Angeles, CA supports AIPAC.**

*“AIPAC is a multi-generational commitment and it makes sense that our children would be involved too.”*

## WHAT IS THE TOMORROW CHALLENGE?

### *Right now...*

A generous group of AIPAC Partners for Tomorrow have committed an additional \$29 million to The AIPAC Tomorrow Campaign challenging you to match their commitment at any level.

For more information or to notify us of your gift, use the enclosed reply card or contact Jodi Kurtis at 202-639-5243 or email her at [jkurtis@aipac.org](mailto:jkurtis@aipac.org).



The AIPAC Tomorrow Challenge

As you begin to explore an AIPAC Tomorrow legacy gift, please consult your advisor for legal and tax advice.



Sid Rosen and  
Joshna Alexander  
Phoenix, AZ

*“We believe the Jewish way of life in both the United States and Israel would be endangered without the political safety net that AIPAC provides. That is why for Sid’s 36th Policy Conference, we decided to announce our previously confidential legacy gift as part of the AIPAC Tomorrow Challenge.”*

## New In Print

The AIPAC Tomorrow Campaign has recently updated its catalog detailing some of the many ways to make a legacy gift. If you are interested in reading more about how you can be part of our campaign, please contact Shuli Tropp at 202-639-5217 or [stropp@aipac.org](mailto:stropp@aipac.org) and she will send you a new catalog.

## AIPAC Tomorrow Campaign

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For more information, please visit us online at [www.aipac.org/plannedgiving](http://www.aipac.org/plannedgiving) or contact Jodi Kurtis at 202-639-5243 or email her at [jkurtis@aipac.org](mailto:jkurtis@aipac.org)

