

INSIGHTS



A Communication of The AIPAC Tomorrow Campaign

Summer 2011

AIPAC LAUNCHES THE TOMORROW CHALLENGE

A Match with Double the Power to Secure Israel's Future

More than 10,000 AIPAC Policy Conference delegates from all 50 states were present during the May 22 launch of the AIPAC Tomorrow Challenge—a unique opportunity to double the power of your bequest or other legacy gift. A generous group of AIPAC Partners for Tomorrow have committed \$22 million to The AIPAC Tomorrow Campaign, challenging you to match their commitment at any level. As events unfold daily, it is increasingly clear: the need to secure the strength of the U.S.-Israel relationship will never diminish. Leverage the power of the AIPAC Tomorrow Challenge today and double the value of your commitment to secure Israel's future. *Learn more on page 4*

Hidden Assets

Easy Ways to Create Your AIPAC Legacy

As we meet and talk with friends like you, we often hear “*I wish I could do more.*” A legacy gift to AIPAC or to the American Israel Education Foundation (“AIEF”), AIPAC’s affiliated charitable organization, is one way to do just that. You may be surprised to learn that there are a number of ways you can make a legacy gift that are easy to accomplish, enable you to retain control over your assets during your lifetime and can have a significant impact on your ability to ensure that the pro-Israel movement’s voice continues to be heard on Capitol Hill for generations to come.

Your Gift, Your Way

IRAs. Since you first started working, you’ve been regularly reminded of the importance of saving for retirement. Now you may

continued on page 2

Take
the
Challenge

Make the Match to Secure Israel's Future

“Supporting The AIPAC Tomorrow Campaign demonstrates our belief that we have to provide the resources to continue AIPAC’s effort into the foreseeable future. We are challenging you to join us in that endeavor.”



Stephen and Nancy Grand
AIPAC Tomorrow Challengers
San Francisco, CA

inside
INSIGHTS

Benefits for You • Taking the Challenge: Leslie & Shlomo Caspi
Double the Power of Your Will • Using the Right Words





"I support AIPAC because it celebrates freedom and manages uncertainty. I took the AIPAC Tomorrow Challenge to ensure American support for Israel always."

Harry Ploss
AIPAC Tomorrow Challenger
Dallas, TX

BENEFITS FOR YOU:

Along with providing a gift to an organization that means so much to you, each of the gifts described here provides wonderful benefits to you as well as your estate and your heirs:

- 1. Easy to execute and no cost today.** Most of these gifts require only a change to a beneficiary or Payable on Death (POD) designation form and can be accomplished without a lawyer or a change to your will or trust.
- 2. Flexible.** You can make your gift as a set dollar amount, a percent of the account balance or a combination.
- 3. Financially beneficial.** Each of these gifts has the potential to enable you to make a larger gift than you may have thought possible, while avoiding or reducing the taxable amounts of your estate that will be left to your heirs.
- 4. Significant.** These gifts significantly increase the effect you have on our ability to secure Israel's future. Because of your generous support, we have had an impact over the years. But our work is never over – and you can play an important role in ensuring our work continues for future generations.

Hidden Assets *cont. from page 1*

find that your retirement savings are more than adequate.

If you are considering a legacy gift, you may be better served by transferring assets, like your retirement funds, that are subject to both income and estate taxes to us and leaving assets that are not subject to income tax to your loved ones.

Many people do exactly the opposite. From a tax planning perspective, this practice should be reversed, because IRAs are taxed differently than most assets.

To make us a beneficiary of your retirement assets and avoid the common mistake of having your heirs pay income and estate taxes on your remaining IRAs, simply request a "Change of Beneficiary" form from your advisor or the custodian of your account. Your plan administrator can send you a beneficiary designation form or it may be available online.

Also, if you are 70 1/2 or older, you can make a tax-free IRA rollover gift to AIEF that will count towards your required annual distribution amount during your lifetime as well. Call us or ask your advisor for more details.

Life Insurance. Most people use life insurance policies to provide financial security for a spouse, child or other loved one. But over time, the needs of your family may change. A life insurance policy that has outlived its purpose may be the perfect vehicle for a charitable donation. Just ask your insurance company for the appropriate forms to make AIPAC the owner and beneficiary of the policy. Another option to consider, which can be very beneficial, is to establish a new insurance policy. Please contact Jodi Kurtis at AIPAC to learn more.

Savings Bonds. If you have Series EE or H bonds, then you know their benefits. But did you know your children and grandchildren won't be able to inherit those benefits? Savings bonds are not taxed in your lifetime but your loved ones will owe the income tax when they cash the bonds and will have to pay estate taxes on the full value of the bond. In the end, they will receive only a fraction of the value of the bonds you so carefully invested. If you specifically designate the bonds to AIEF in your will, we will receive the full value of your generosity.

These wonderful gifts will help strengthen the vital U.S.-Israel relationship long into the future. Contact us for other ways that might best suit your economic needs and your philanthropic desires.

TAKING THE CHALLENGE: Leslie & Shlomo Caspi

For Leslie and Shlomo Caspi, passion for Israel and commitment to its security is a legacy that spans generations. It was passed down to them by their parents and they, in turn, are passing it on to their children. Having their daughter, one grandchild and another on the way living in Israel certainly serves to heighten their desire for a secure state of Israel, but their activism goes back to their youth.

Leslie felt so strongly about the attack by Arab states against Israel in the Yom Kippur War that she immediately quit her job and went to Israel, volunteering for eight months as a substitute worker for kibbutzniks who were called up by the Israel Defense Force. After a short leave home, she returned to Israel and was assigned to a new Kibbutz—a fateful choice because it was there that she met Shlomo.

An opportunity for higher education lured the young couple back to San Diego, Leslie's home town, where the two have raised a family and become pillars of the Jewish and larger philanthropic community.

A Secure Israel Becomes Personal

The intensity of their work on behalf of AIPAC and a vital U.S.-Israel relationship increased markedly in response to the second intifada. The risks that Israelis face every day were made all too real when their daughter's childhood friend and classmate was killed by a terrorist's bomb in the cafeteria at Hebrew University.

As San Diego AIPAC Chair, the Caspis helped

create a San Diego Council for AIPAC. "There were 600 people at that first brunch," says Leslie. "Now we have at least 1,000 people each year. That was always my goal. To have other people buy-in and accept ownership of a shared vision for a secure Israel."

Now their focus has turned to the future, and the legacy they want to leave their children and grandchildren. Their son and daughter are both involved in AIPAC Young Leadership and share their parents' commitment to a strong voice for the pro-Israel movement on Capitol Hill.



Shlomo & Leslie Caspi
Taking the Challenge
San Diego, CA

"It's never easy to discuss your own mortality but we could not pass up the opportunity to have our gift matched – doubling the gift to AIPAC."

Challenging Others to Help

That's also why the Caspis have increased their personal financial commitment with a bequest to AIPAC. They chose to make this commitment now because their gift will be matched as part of the AIPAC Tomorrow Challenge. They hope their legacy gift will spark others to join with them in securing AIPAC's and Israel's future.

The Caspis put it so eloquently, "This gift tells our children what was important to us. It guarantees that a portion of our estate will go to AIPAC. We wanted to make it easy for our children to honor our desire for a gift to AIPAC that will continue in perpetuity. It's never easy to discuss your own mortality but we could not pass up the opportunity to have our gift matched — doubling the gift to AIPAC is really what moved us to do this now."

To double the power of your commitment, see the article about the AIPAC Tomorrow Challenge on page 4.

DOUBLE THE POWER OF YOUR WILL...

Make the Match to Secure Israel's Future

With so much at stake for America and for Israel, now is the time to take the AIPAC Tomorrow Challenge. Our generous AIPAC Tomorrow Challengers are matching dollar for dollar all new AIPAC legacy commitments in the year ahead up to \$22 million. There is no minimum gift commitment required and you may remain anonymous, if you choose. By taking the challenge now your commitment will be worth double to the organization and ensure AIPAC's work for generations to come.

MAKE A LEGACY GIFT THIS YEAR--

- Double the value of your commitment.
- Double your power to secure Israel's future.
- Double the benefit to AIPAC.

Perhaps you have already included us in your estate plan but have not notified us? Now is the time to let us know so your commitment can be matched—doubling the power of your legacy gift in the future! Use the enclosed reply card or contact Jodi Kurtis at 202-639-5243 or email her at jkurtis@aipac.org

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

Using the Right Words

If you have decided to include AIPAC or the American Israel Education Foundation through a beneficiary designation, a will or Payable on Death notification here is suggested language. Please consult with your advisor for legal and tax advice and then let us know of your intent.

For gifts to AIPAC:

American Israel Public Affairs Committee (Federal Tax I.D. #53-0217164), located in Washington, D.C.

For gifts to AIEF:

American Israel Education Foundation (Federal Tax I.D. #52-1623781), located in Washington, D.C.



Susan and Moses Libitzky
AIPAC Tomorrow Challengers
San Francisco, CA

“We do everything we can to ensure that the vital U.S.-Israel relationship remains a top priority for Congress and the Administration, both today and tomorrow. That is why we stepped forward to challenge others to ‘Make the Match.’”

AIPAC Tomorrow Campaign

Jodi Kurtis, *Endowment Director*
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For more information, please visit us online at www.aipac.org/plannedgiving or contact Jodi Kurtis at 202-639-5243 or email her at jkurtis@aipac.org

