

## Centennial Legacy Campaign Fact Sheet

### What is the Centennial Legacy Campaign?

The Centennial Legacy Campaign is a celebration of 100 years of philanthropic service in Los Angeles. It honors the 100th anniversary of the California Community Foundation through an initiative that encourages legacy giving for the benefit of Los Angeles communities for generations to come.

### Why Los Angeles County?

Los Angeles is a city of great resources and great need. It is our home, our own backyard. Los Angeles has a century-long philanthropic tradition and you can be a part of it. Whether it is supporting our world-class institutions, preserving our cultural heritage, creating economic or educational opportunities for future generations, or ensuring that basic needs are met for thousands of Angelenos – this legacy can be yours.

### Who should join?

Anyone who wants to make a difference and leave a meaningful legacy for future generations. You can join the Centennial Legacy Campaign with a minimum gift of \$10,000. This is also a great way to extend a connection you may already have with an organization as a volunteer, donor or board member.

### What are the benefits of joining?

There are many. Here are just a few:

- **Satisfaction** knowing that you are helping to sustain the causes and organizations that mean the most to you.
- **Peace of mind** that your philanthropic dreams are fulfilled by a trusted steward like the California Community Foundation.
- **Confidence** that you have access to a team of philanthropic professionals who can help you navigate the choices for legacy giving.
- **Reassurance** that your children and your children's children will model your leadership in charitable giving.
- **Appreciation** of a financial investment that improves community you live in.
- **Acknowledgement** of your commitment to the future of Los Angeles—whether it be the listing of your name on the donor wall of the new Joan Palevsky Center for the Future of Los Angeles, recognition at CCF's Unsung Heroes of Los Angeles Awards events, the recording of your story as part of our StoryCorps oral history project or the appearance of your name in Centennial Legacy Campaign digital and print media.

### How does it work?

It begins with a simple dialogue with California Community Foundation professionals. We will coach you on how to include a legacy gift in your charitable estate plan and document your gift on our confidential Membership Form. Then join us for events and other opportunities to celebrate the past, present and future of Los Angeles County. Talk to us today at (213) 413-4130.