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# Continuity

AN ENDOWMENT IS FOREVER

## Joe and Billie Pierce Partner with the Jewish Foundation to Fund Memphis Jewish Federation's PJ Library

ONE OF THE MANY WAYS THE JEWISH Foundation of Memphis connects donors to local charitable giving is through donor advised funds. Donor Advised Philanthropic Funds are popular because they are a cost-effective and flexible way for donors and their families to become actively engaged in grant making.

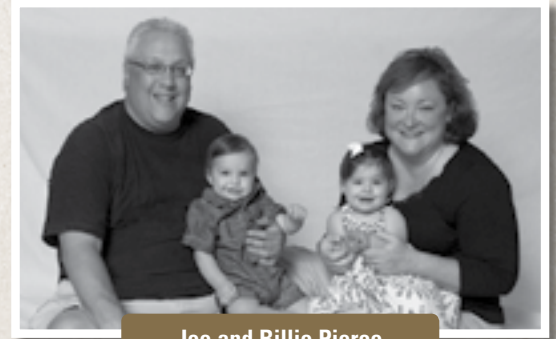
Billie and Joe Pierce, who recently established their charitable legacy through a donor advised philanthropic fund with the Jewish Foundation of Memphis, have two very important reasons for being actively engaged in local Jewish philanthropy. They are the parents of toddlers: twins Frankie Marielle and Isaac Harry Pierce.

Upon the birth of their children in 2009, a family friend enrolled the babies in PJ Library, a monthly Jewish "books from birth" program. PJ Library was founded nationally by the Harold Grinspoon Foundation and is run locally by Memphis Jewish Federation. PJ Library ensures that, free of charge, every Jewish child in Memphis from six months to 6 years receives an age-appropriate book of Jewish content each month. In addition, PJ Library holds family programs such as a story-time "Bedtime Bash" corresponding to the subject matter and activity to the book for that month.

Billie and Joe have recently become the primary local funders for PJ Library.

"When we learned of a need for a new sponsor in Memphis, we jumped at the chance, not only for our children, but for all those other children for whom these books may be the only exposure or connection to Judaism they receive," said Joe.

"We especially enjoy the holiday books with their beautiful illustrations. The stories are age appropriate," said Billie. "Even though Frankie and Isaac don't understand everything, they enjoy listening to our voices and do begin to follow the stories. I hope that as they hear stories and see pictures over and over again,



**Joe and Billie Pierce**

they make a connection to what they see in our house or at Temple."

Rather than funding PJ Library from their personal bank account, Joe and Billie use their donor advised fund to support PJ Library and for other charitable giving, too. "I didn't realize it would be that easy. When we want to make a donation to a charity, we contact the Foundation and they send the check where it needs to go."

Jewish Foundation of Memphis executive director Laura Linder feels that pairing a donor or family with a project that matches a particular interest is one of the best parts of her job.

"Connecting the Pierce family with PJ Library is like finding two pieces in a puzzle that fit together perfectly. Without each piece, the whole picture can't come together," said Linder.

"In this case, PJ Library is an important component in connecting the youngest members of this Jewish community to their families, to the community and to Judaism. And if a donor advised philanthropic fund can help accomplish that—I'm so happy the Jewish Foundation is here as a resource!", she concluded.

*For more information on opening a Donor Advised Fund at the Jewish Foundation of Memphis, go to our website: [www.JFOM.net](http://www.JFOM.net).*

# Donor Advised Philanthropic Funds

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Sandra and Ben Beatus Fund  
Harriet and Lawrence Beck Philanthropic Fund  
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Anise and Ronald Belz Family Philanthropic Fund  
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Goldsmith Family Philanthropic Fund  
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 Lyda G. Parker Philanthropic Fund  
 Barry and Billie Pelts Family Fund  
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I would like to learn more about ways I can support my favorite Jewish organizations in Memphis.



Areas of interest include:

- Supporting a permanent endowment fund of the Memphis Jewish community
- Ways to manage my current giving
- Gifts through my will
- Gifts through life insurance or retirement plans
- Gifts of real estate
- Gifts that provide current income and support the Jewish community

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\_\_\_\_\_

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