



Info [Beverlee Ashmele](#)

## The power of the LION Where good works live on



The **Lion of Judah Endowment (LOJE)** is a way for women across North America to perpetuate their annual CJA gifts by endowing their "Lions" so that when they are no longer able, there will be sufficient capital in the Foundation – the interest of which will replace their annual contribution to the Campaign. Apart from the resulting personal satisfaction, and the beautifully commissioned pin, there are also significant tax benefits.

A LOJE can be created in 3 easy ways:

- **Will bequest**  
Redraft or add a codicil to your Will leaving a gift to the Foundation to benefit the CJA campaign forever.
- **Gift of life insurance**  
Purchase or transfer a life insurance policy naming the JCF as owner and beneficiary and enjoy immediate tax benefits on the premiums.
- **Gift of appreciated securities**  
Transfer marketable securities to the JCF, receive an immediate tax receipt for the full value of the gift and enjoy the benefits of no capital gains tax to pay.

### Scenario

