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## Memoirs Productions Rolls Out Philanthropic Offering



*Iris Wagner*

Montreal-based Memoirs Productions has launched a new service, *Donor Legacy Edition*, which allows heads of family offices to videotape their philanthropic mission statements for future generations.

**Iris Wagner**, ceo of the firm that records documentaries via DVD for wealthy clients, works with the family office head to create a philanthropic mission statement. The client then records the mission statement and philanthropic intentions for the family. "Through this, they can find out why someone gives \$150,000 to juvenile diabetes each year," Wagner said.

Memoirs works mainly with single and multi-family offices, with clients throughout the globe, as well as private banks. Wagner said the firm is launching a marketing campaign to promote the *Donor Legacy Edition*, with plans to speak at several conferences throughout the year. Wagner said the goal is not for families to feel mandated to follow the charitable giving to a tee, but to encourage families to keep up the philanthropic tradition. "It's not meant to be prescriptive. It's a blueprint for them to build a philanthropic future, it's not saying 'you must give this amount to this charity,'" Wagner said, adding that costs can vary widely based on the production.

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