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An Ethical Will &  
Video Biography Company



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## LETTER FROM THE PRODUCER



**Iris E. Wagner**  
Executive Producer

As the year-end approaches, financial planning papers are being shuffled and philanthropists contemplate what causes they will support to finalize their planned giving for the year. They often use a set of values with which to decide which non-profit organizations shall receive their gifts. These value decisions are often based on the core values of an individual, a business, a family office or foundation and are determined based on the principals' own values. Typically, a Donor Legacy statement rarely states how much is given to a charity, rather it describes the vision with which it is given. It also incorporates the mission and the values with which it is intended.

A Donor Legacy statement is not meant to be prescriptive, rather it is passed on as a "blueprint for success" to next generations to have as a guideline for philanthropy. It gives the next-gens direction and strength in purpose if recorded properly (like on our camera!) in their wise elder's own words.

So as the year 2013 ends and 2014 begins, consider creating that Donor Legacy statement for your loved ones. Either written or filmed, it can be the most meaningful Chanukah/Christmas gift you could ever give. **Happy Holidays!**

Be well, go safely,  
Iris

# PHILANTHROPY AND SOCIAL MEDIA

Social media has grown to be an important means of donor engagement. Although philanthropy via social media won't be replacing traditional forms of fundraising in the near future, it is the fastest way to spread information about how a foundation's money is being spent, who they are helping and what they do. This is vital information all donors want to know.

One of the largest platforms that foundations and their supporters use is online video -- YouTube, with 27% of donors connecting this way. Videos not only tell the story of what an organization does, but they are also a visual window into the impact of their work. Please get in touch to view our Private Donor Legacy Edition Gallery and see video donor legacy in action.



## DONOR LEGACIES - BEST CAPTURED WHEN TOLD AS A STORY

A donor legacy statement is typically a guide to the grant making mission, strategies and practices of the foundation. But why you choose to donate in a specific way, to specific organizations and causes is deeply personal. Donor choices are a clear reflection of your values, and are effectively the culmination of a life's journey. The way in which we communicate this message is of vital importance to ensure your wishes are met.

What better way to do that than by recorded storytelling? By capturing your donor legacy on video, you can communicate from your own lips what causes matter to you most and what inspired and directed your philanthropic work and giving. It doubles as a gift to next generations, providing them with deeper insights and understanding of not only who you are, but also why you are generous.



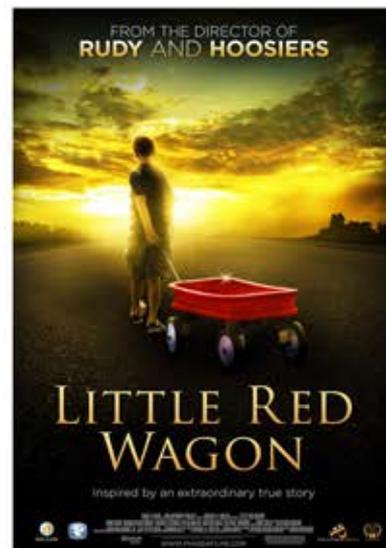
“There is no exercise better for the heart than reaching down and lifting people up.”

**JOHN ANDREW HOLMES**  
(Poet, 1904-1962)

## WE'RE WATCHING: LITTLE RED WAGON HIGHLIGHTING GENEROSITY AND PHILANTHROPY

When Hurricane Charley struck Tampa in 2004, six year old Zach Bonner uses his beat-up toy wagon to collect clothes, food and water for families whose homes were destroyed. This true story follows Zach's journey - full of compassion, constructive thinking, entrepreneurship, love, and purpose - all the way to the White House. The film's producer Michael Guillen says it was the seed of a movement.

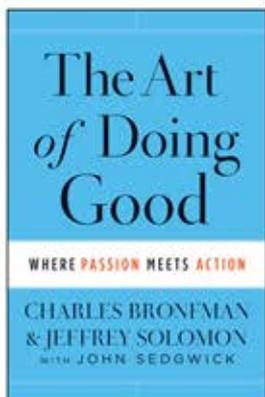
Using websites like [www.giveback.org](http://www.giveback.org), “Kids can become Bill and Melinda Gates in miniature,” by starting their own foundations.



# WE'RE INSPIRED BY: OUR PHILANTHROPIC HEROS

## 1. The Andrea and Charles Bronfman Philanthropies

[www.acbp.net](http://www.acbp.net)



The Foundations associated with The Andrea and Charles Bronfman Philanthropies (ACBP) have for over twenty-five years focused their philanthropic vision on making a difference in Canada, Israel, the United States and around the Jewish world. ACBP seeks to nourish the deep and fundamental human desire to belong to and forge connections with a community. They successfully accomplish this by a myriad of programs and projects that are investing in next generations as part of an effort to change the world.

Iris was recently in attendance at the book launch of Charles Bronfman's and Jeffrey Solomon's, "*The Art of Doing Good - Where Passion Meets Action.*"

## 2. The Bill and Melinda Gates Foundation

[www.gatesfoundation.org](http://www.gatesfoundation.org)



The Bill and Melinda Gates Foundation is teaming up with partners around the world to take on some tough challenges: extreme poverty and poor health in developing countries, and the failures of America's education system. **They believe these are the biggest barriers that prevent people from making the most of their lives.**

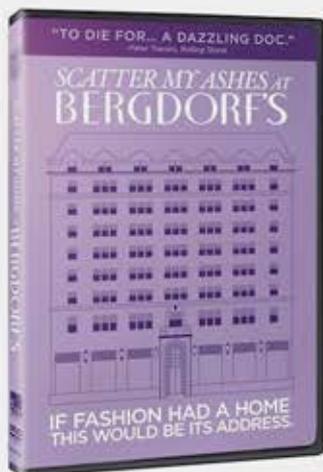
To see what amazing projects The Gates Foundation has been up to recently, kindly visit their blog at [www.impatientoptimists.org](http://www.impatientoptimists.org)

## 3. Anonymous

Interestingly enough, most of *Memoirs'* clients seem to love to give anonymously. They are unanimous about Giver's Gain! To quote one: "*To give anonymously is the most fun!*"

“ To give without any reward, or any notice, has a special quality of its own. ”

ANNE MORROW LINDBERGH  
(AMERICAN WRITER, 1906-2001)



## SCATTER MY ASHES AT BERGDORF'S

If you missed it or would like to see it again, we're pleased to announce that *Scatter My Ashes at Bergdorf's* is now available for Video On Demand, via iTunes, or your On Demand channel.

Also, now released on DVD, you may order your copy at [Amazon.com](http://Amazon.com).

Visit <http://amzn.to/1glwA4j>

# REVAMPED



On September 9th, [www.MemoirsProductions.com](http://www.MemoirsProductions.com) was updated. New features on the website include a new inspirational demo video on the homepage, *The Memoirs' Experience* and our blog.

Please feel free to check out what events Iris will be attending/speaking at as well as insightful articles on the subject of Preserving Legacy.

## DIGITAL LEGACY OF VALUES

Iris Wagner is the founder of the new Digital Legacy of Values group on LinkedIn. We hope you'll join the group and explore ethical wills and legacy of values topics through the lens of social media and the blogosphere with us. Visit <http://linkd.in/1cflUHs>.



## IRIS WAGNER'S RECENT AND UPCOMING EVENTS

- November 5, 2013  
*Wealth Dimensions, Elder Care Conversations*  
New York, New York.
- October 30- November 2, 2013  
*International Leadership Association Global Conference*, Fairmont Queen Elizabeth.  
Montreal, Canada.  
<http://www.ila-net.org/Conferences/2013/>
- October 24, 2013  
*Tune In To YES*  
Montreal, Canada.
- October 23, 2013  
*JGH & AGI Charities' Event Scatter My Ashes At Bergdorf's*. Introduction by Iris E. Wagner, Co-Executive Producer.  
Montreal, Canada.



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***Let us help you transfer to Archival CD-ROMs and DVDs...***