Thunder Bay Community Foundation

COMMUNITY MATTERS

A Gift That Lives On: Bonnie Moore and Jay Eingold's Legacy

What comes to mind when you think of your legacy? For Bonnie Moore and her late husband, Jay Eingold, it means creating opportunities for others and making life a little brighter for people they may never meet.

For years, Bonnie and Jay have shared a commitment to giving back to the community they call home. Their story is one of generosity, compassion, and a belief that investing in young people is an investment in the future of Thunder Bay and the District.

Bonnie's connection to the Community Foundation goes back many years. Having served as both a Board Trustee and Executive Director, she witnessed the many ways philanthropy can change lives. She saw local organizations receive the support they needed to keep going, individuals step forward when their community needed them, and donors make meaningful contributions that continued long after their gifts were made.

One experience, in particular, stayed with her. An anonymous donor had once paid off the mortgage of a local charity, an extraordinary act of generosity that showed Bonnie what giving could make happen.

Reflecting on the donor's kindness, she added, "I aspire to be like that donor." That aspiration became something Bonnie and Jay made possible.

In 2019, the couple established the Bonnie Moore and Jay Eingold Fund at the Thunder Bay Community Foundation to support young people involved with BGC Thunder Bay (then known as Boys and Girls Club of Thunder Bay) through grants and bursaries. Their decision reflected their belief that children and youth deserve opportunities to discover their potential, pursue their ambitions, and feel supported by the community around them.

For Bonnie, the impact of that support is something she has seen firsthand.

"I had to pay for my university education by waitressing in the summer. It was a real struggle, and I wanted better for our youth who are in the same situation I was. Bursaries make such a huge difference as they provide much needed resources to students who are in need. I have heard and seen firsthand what these funds have meant to so many students," she shared.

"With one, it was the difference between going to university or not, and to another, achieving the dream of going into law. Our recipients appreciate all we do and pay it forward! There is no more wonderful gift we can give than supporting education through our caring with bursaries," she further explained.

For a young person working toward an education, that support can mean more than financial assistance. It can offer encouragement at a pivotal moment and serve as a reminder that someone in our community believes in their future.

That belief was central to Bonnie and Jay's giving. They understood that even a single act of generosity could open doors, create opportunities, and make an impact that reaches far beyond the present.

On January 3, 2025, Bonnie lost her beloved husband, Jay. Though his passing marked a profound change in her life, his commitment to the community lived on. In his Will, Jay left a gift to the Fund they had established, ensuring that his generosity would continue creating opportunities for local youth.

Inspired by the values they shared throughout their life together, Bonnie also made the decision to leave a gift in her own Will. Through this commitment, she is helping carry forward their belief in supporting youth and ensuring that their purpose will continue for generations to come.

Wendy Bell, Board Chair of the Thunder Bay Community Foundation, has witnessed Bonnie and Jay's dedication to philanthropy and their community over the years. To her, their decision to give through their Wills is a natural extension of the generosity they have demonstrated throughout their lives.

"Their planned gifts are not separate from the generosity they demonstrated throughout Jay's life and Bonnie's journey today. They are a continuation of it," Wendy emphasized. "This is what makes a legacy more than a memory. It becomes part of our community's future."

Bonnie also shared that knowing their generosity will continue to make an impact brings her a deep sense of gratitude. "Long after we are gone, this Fund will support Thunder Bay youth in perpetuity!" she reflected.

As we recognize Make a Will Month, Bonnie and Jay's story reminds us that a Will can be more than a way to settle our affairs. It can be an opportunity to express what matters to us, care for the people and causes we hold dear, and help shape the kind of community we want future generations to inherit.

Bonnie Moore with her late husband, Jay Eingold.

Jay's gift carries his generosity forward, while Bonnie's planned gift will help sustain the legacy they built together. Through the Thunder Bay Community Foundation, their commitment to youth will continue creating opportunities long after their own contributions have been made.

Every person's circumstances and wishes are different, but the intention behind a planned gift can be simple: to make a difference that lasts.

If you are considering leaving a gift in your Will to support the causes and organizations that matter to you, the Thunder Bay Community Foundation can help you explore your options. To learn more, contact Athena Kreiner at akreiner@tbcf.org or (807) 627-0512.

It's **Make a Will Month**! Consider leaving a gift in your **Will** to the **Thunder Bay Community Foundation**.

Visit www.tbcf.org or call (807) 475 7279 for more information.

Thunder Bay Community Foundation

Nurture your **Passion.**
Build our **Community.**
Create a **Legacy.**