



CONGREGATION SINAI

ב"ט ז'

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Dear Friends of Congregation Sinai,

Last month, I wrote regarding the beginning of the fiscal year and dues. Today, I write about the rest of the money we raise each year. If we were to ask each family to pay an annual amount that would keep the synagogue in the black with no other campaigns or fundraisers, we would need to collect over \$4,000 per family unit. Wow! That's a lot!

But we don't. We currently have a different approach. We are aware of different dues models utilized by other synagogues all over the country. So far, we have chosen to stay with relatively modest dues that cover around 25% of our needs, supplemented by voluntary contributions. A major piece of these contributions is the Annual Campaign, which begins with this letter. I am asking us all to contribute voluntarily to Congregation Sinai an amount that reflects our hearts and minds regarding the financial survival of our shul. This campaign's goal is to raise at least another half of our budgeted, projected income. I cannot emphasize enough the importance of this campaign and I appreciate how well this congregation has historically understood and made the necessary contributions. Thank you!

If we expect Dues and your generous contribution to the Annual Campaign to account for approximately 75% of our budget, what about the remaining 25%? This is met with our excellent fundraisers, some of which involve Mitzvot. For example, the Yizkor booklet not only fulfills the Mitzvah of remembering our beloved who have passed, but is a fundraiser as well. Mishloach Manot are another example of a Mitzvah combined with a fundraiser. Our Ad Book reaches out for support not only to our community in a family ad, but also to the wider community as we solicit ads from those with whom we conduct business. Music, Magic, and Mirth is due back this year as a major fundraiser that builds community and funds at the same time.

Some people might find the multiple fundraising tedious. For me, it is spread out and I like to know what to expect for the year. I like being able to make decisions as the year unfolds. Right now, as Elul begins and the High Holidays are appearing on the horizon, please take a moment to think about what Congregation Sinai means to you, about our incredible Rabbi Josh Berkenwald, our warm, caring, and master of all Executive Director Joelle Pluemer, a fabulous Nursery School led by a truly professional Early Childhood Education Director Ifat Kantorovich, and Michelle Taylor, a Director of Congregational Learning who has added depth to our Religious School and expanded opportunities for adult learning.

Begin the New Year with a pledge to the Annual Campaign that will give Congregation Sinai a positive start to the New Year.

Shana Tova. I look forward to seeing you soon!

Janet Dombro,

President, Board of Directors