

Rabbi Greg Wolfe | Steve Cohen & Barry Klein, Co-Presidents | Hollie Malamud, Executive Director  
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Shalom Haverim,

July 3, 2019

Enclosed please find your 2019-20 Partnership Pledge Form. But before completing it, your Board of Directors asks you to please take a few minutes to read this letter.

As always, we want to thank each of you for your strong financial support of CBH, past and present. In return, your Board members will be continuing to do all we can to help CBH continue to grow into a stronger “community” of which we all can feel truly proud. Of course, since CBH means many different things to many of us, that is not always an easy task. But with your help, we really feel we can increase the value of CBH to our Partners, their families, and the whole regional community in the coming year.

Although we wish it were otherwise, we have to start with a discussion of Partner financial support. In the past, we have asked you to consider pledging 2% of your income. This year, we decided to explain *why* we are asking you to contribute the amount we are. So over several meetings, the CBH Finance Committee calculated the total amount of partnership contribution we need to “keep the lights on” at CBH over this next year, and then divided that amount by the number of partner households.

And what we discovered is that just to pay our budgeted expenses for this coming year, we will need an *average* contribution of **\$2,250** per partner household.

So please try to pledge at least that amount, and more if you are able.

There is no arm twisting here, just an honest assessment of what we need to fulfill our mission of making CBH a spiritual home for the Jews in this region. If you can afford to provide support beyond that average amount, it would be greatly appreciated. And if your current circumstances preclude that, you of course are the same equally valued member of the CBH community. ***We are Partners***, which means helping each other out, however much we are able, in whatever way we are able.

Keep in mind there are also additional ways you can contribute to CBH’s financial well-being. Perhaps the simplest way CBH can improve its financial health is by *adding new Partners*. Each new Partner, no matter how much that Partner pledges, represents a net financial gain for CBH, because with our current capacity, adding that Partner costs CBH virtually nothing. Moreover,

that Partner will add to our community in many other ways, and may eventually bring in three new Partners, et cetera, et cetera.

So *please*, try a little bit harder to nudge that Jewish friend of yours, who's been hesitant about joining CBH, to *just give us a try for one year*. Let them know that the Board is really making a push this year to make CBH as haimish as it can possibly be. And then, help make that a reality, by *seeking out your fellow Partners in new ways* — certainly a good resolution for upcoming the new year.

We all have different motivations and circumstances that inform our decision about how much we are willing to pledge. But there's likely not a single one of us who isn't at least a *little* influenced when making that decision, by how warm and fuzzy it feels to be a part of CBH.

So help us make CBH feel that way for as many as possible! Volunteer to join one of our many committees or groups, and help us fill our calendar to the brim with activities you can enjoy with your fellow Partners and their families. Offer us ideas for how we can enrich our religious services in a way that will bring you warmth, joy and comfort, and cause Partners to *look forward* to spending an hour or two celebrating their religion and tradition with their fellow Jews.

In short, consider contributing more of *yourself* to CBH, *as a person*. With nearly 500 individual Partners at CBH, there are bound to be many who could become your new friend, and a great number who would like to get to know *you* better.

Thank you again for all that you do, and **please return the enclosed partnership pledge form as soon as you can**. Doing so will help us best determine the resources we will have to work with, and plan for this new fiscal year as prudently as possible.

Finally, if you have any questions regarding your pledge, please contact Executive Director Hollie Malamud, at 530-758-0842 or **director@bethaverim.org**. And if you have comments, questions or concerns about anything else, please email either or both of your two new co-Presidents, listed below. We really want to hear from you!



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