

This is *our* synagogue.

This is *our* community.

This is *our* responsibility.

Issue 2 • Volume 2

## A Message from Hineynu Co-Chair, Lily Zoberman:

If anyone had even suggested a year ago that I would be co-chairing a fund raising initiative for any organization, I would have laughed. Raising money is not exactly in my comfort zone, and I have successfully avoided ever being in that position.

So what changed? Listening to our long-range financial projections, two facts became abundantly clear. The first is that very specific capital improvements had to take place to address our number one priority, the safety, comfort, and security of our members. Although meticulously maintained, our air conditioners, the roof, and the parking lot will all require replacement or repairs in the next few years. The second fact, although less imminent, was even more concerning to me. If we want to continue to attract new members and engage our current ones with innovative programs and initiatives, we will need to generate additional revenue streams.

In the spirit of full disclosure, I must admit that even these two compelling reasons were not enough to force me out of my wheelhouse. Of course, I was willing to help. Put me on a committee. Give me any job that does not involve asking for money. I was happy to do anything as long as someone else was in charge.

That all changed the day I brought my one-year-old grandson to services with me and held him as we stood on the bimah with the other young children for the Kiddush and Motzei. It finally hit me! This synagogue, our synagogue, must be here not just for my or your children and grandchildren, but for all of the children and grandchildren who will be searching for their spiritual home. I realized that without securing a substantial endowment, I could no longer take for granted that CBS will be here for those future families. The 17 visionaries who founded Beth Shalom took a leap of faith that their legacy would be safe. To ensure that, we have a collective responsibility to leave our comfort zones and demonstrate the same commitment and generosity that they showed 5 decades ago.

So that explains how I, a person who does not even like to discuss fundraising, became so involved in this campaign. I wish I could say that my discomfort has vanished, but I can't. It's just overshadowed by my desire for CBS to always be available for families who want to feel inspired and engaged by Judaism - just as it is for me and for my family.



Lily, with fellow Hineynu Co-Chair Brad Shaps, at the Hineynu Kickoff Celebration

If you have question about the Hineynu Campaign or would like more information, please contact one of our Campaign Co-Chairs: Brad Shaps or Lily Zoberman.

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The Hineynu Campaign committee sends you  
our very best wishes for a sweet new year !

# DID YOU KNOW?

Donating appreciated securities is a wonderful way to make a financial commitment to the Hineynu Campaign. This method has a benefit to both the congregation and the donor with many donors being able to avoid capital gains taxes while also receiving a tax donation for the fair market value of the gift.

\*Please check with your tax advisor to determine the benefits for your particular situation.



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"In 1983 I studied with Rabbi Wolkin and became a 'Jew by choice'. Beth Shalom has been my Jewish home ever since and has shaped my Jewish identity. ...Our synagogue is a welcoming and non-judgmental place for all, whether you are establishing or looking to strengthen your own Jewish identity. The clergy and lay leaders are always looking for ways to meet congregants "where they are" on their personal journeys."

- Jean Kosova



"In 1971, the few young members of a new congregation, Congregation Beth Shalom, welcomed Sharon and me into their community... We are part of this dynamic family that has continued to grow. In the good times and the sad, everyone is always with you... Family legacies are born and thrive here... L'dor v'dor - we must continue to provide a home for the next generations— so that they will be as fortunate as we all were, as we all are, and we all will be..."

- Elliot Goldman