

November 19, 2018

Dear Congregants,

We are honored and excited to be serving as the chairs of #RENEWAL2020, Etz Chaim's single largest capital campaign. **We invite each and every congregant to join us and be a part of #RENEWAL2020**, which allows Etz Chaim to continue to be a synagogue of excellence.

Etz Chaim has a track record of completing many successful construction projects, including the Michele and Sid Gelernter Lobby, the Allan and Vivian Levine Family Chapel, Phillip's Library, the Sisterhood Outdoor Sanctuary, the Daffodil Garden, the Holocaust Garden, the Figur Family Outdoor Classroom, a bathroom addition to the preschool wing, and the permanent installation of a Gaga court.

Based upon the feedback received from focus groups that were conducted with congregants last summer, we are ready to embark upon our next construction project, #RENEWAL2020: renovating the Hammer-Chotiner-Tritt Social Hall and the kitchens; refurbishing the Sanctuary, including making the lower Bimah accessible for all congregants, and a stained glass window installation where the existing windows flank the bimah; and refreshing key aspects of the education wing. We will incorporate the aesthetic finishes from the Gelernter Lobby into the Sanctuary and social hall for a fresh, cohesive look. We like to call this entire construction undertaking "purposeful and pretty," updating many of our critical and essential behind the wall operations. **This amazing endeavor poises us for the future, allowing us to be more inclusive, more energy efficient, and more cost effective on a daily basis.**

We have an incredible team of volunteers who have come together and are working diligently to bring #RENEWAL2020 to fruition. In addition to our president, executive committee and staff, we are joined by Adrienne and Randy Figur who are leading the fundraising efforts, Bob Bachrach and the beautification committee who are working directly with the architects and contractors, and Jill Ullman who is our head of marketing. These are only a few of the volunteers who will be involved with all the different components of #RENEWAL2020.

To date, we have been working with Collins Cooper Carusi Architects to complete the initial construction drawings, have selected Gay Construction as our general contractor (after a competitive bid process), and chosen Ascalon Studios to design our stained-glass project. With the approval of the Board of Trustees, we are moving forward with final construction drawings and maximum pricing estimates.

We have approached several of our major benefactors and are excited by the generous support they have committed thus far. These dedicated donors "challenged" us to double their combined gifts,

and we reached out to several families to do so. **To date, we have pledges from approximately 30 families totaling more than \$2 million dollars.** Our campaign goal is to raise \$4.3 million dollars, and we feel with your support we are well on our way to success.

We are highly optimistic about reaching our goal over a three-year fundraising period (2018-2020). In order to achieve our collective fundraising goal, **we need all of our congregants to make a “fair share” pledge – we ask that you truly pledge what you can, payable over three years.** For many of us, this will mean making the largest single gift we have ever made. The vast majority of families whom have already committed pledges have doubled, tripled, and even increased their pledges by tenfold over their previous gifts. Please consider carefully how you can be a part of this historic phase of our Etz Chaim history.

Enclosed in this mailing are the giving levels, construction highlights and a pledge card. We would be happy to connect with you and your friendship circle to present the campaign highlights in a more personal fashion, answer your questions and share our excitement about #RENEWAL2020. Please feel free to reach out to us, or to Adrienne and Randy, with any questions, as well as to set up time to talk about #RENEWAL2020.

We want to thank you for giving us this opportunity to be involved in such an important part of Etz Chaim’s future and thank you in advance for your thoughtful and generous support of Congregation Etz Chaim and #RENEWAL2020.

Warm regards,

A handwritten signature in black ink that reads "Cheryl David". The signature is written in a cursive, flowing style.

Cheryl and David Miller
Campaign Chairs
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P.S. As you consider your pledge and the impact that it will have on Etz Chaim’s future, please remember that this very important gift is payable over three years.