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Dear Friend:

I am writing to you to call your attention to a new line that appears on your annual statement. As you know, I believe that we have a communal responsibility to sustain day school education. For years, The Jewish Center has used a portion of its operating budget to help fund our Mikvah and our Eruv, local Jewish causes that we deem indispensable to the vitality of our community. Jewish day schools are no different.

Recognizing that tuition alone cannot support Jewish schools, our leadership has resolved to take an active role in creating a culture shift. Our goal is not only to articulate the notion that supporting day school education should be a communal responsibility, but to translate that responsibility into action.

Based on your membership level, we have included a suggested contribution on your annual statement. Should you wish to contribute more, we of course invite you to do so. At whatever level is comfortable for you, I urge you to take part in this initiative. We know that many of our members are already paying tuition for their children or grandchildren. The most powerful message that we can model as an institution is full participation.

The funds we collect will be distributed to the schools themselves rather than to individuals. We will allocate the distributions according to the number of children of Jewish Center members currently enrolled in each school from grades K-12. (If, for example, we raise \$100,000 and determine that 20% of our children attend MDS, we will forward \$20,000 to MDS.)

To my knowledge, The Jewish Center is the first synagogue to launch this kind of initiative. I hope you feel, as I do, a sense of pride in being part of this groundbreaking enterprise. It is my hope that other congregations will replicate our model and in this way make a substantial contribution to the sustainability of excellent day school education.

The Jewish Center has a long legacy of leading by example. With your help, we have an opportunity to make an impact on one of the most pressing issues of our generation - the affordability of Jewish education. I very much hope we can count on you to join us.

With much appreciation.

la Li Yosie Levine

Rabbi