

Young Israel of the West Side
210 West 91st Street
New York, NY 10024

Dear Fellow Congregants:

As the Yamim Noraim approach, and the Day of Atonement draws near, we once again ask HaShem and the people in our lives for forgiveness as we reflect on past transgressions towards Hakadosh Baruch Hu and others. On Yom Kippur we will be davening for health, happiness, peace and success on behalf of our families, friends, Klal Yisrael and ourselves. It is a time of reflection and repentance, a time to do T'Shuvah and to contemplate our future. It is within this context that we ask you to keep the Young Israel of the West Side in your thoughts this year.

The Yom Kippur Appeal is the primary means by which our shul raises the funding needed to meet our operating budget, to maintain the shul's numerous programs and to organize future Young Israel events, for the benefit of both our membership and the community at large. As such, we depend on the generosity of our membership as well as our High Holy Day guests to help us meet our financial goals. Given our enhanced programming offering and plans to further enhance our program offering when combined with rising costs we are raising our fundraising goal this year \$150,000 to help us achieve cover rising costs.

We will be using the same structure for donations given during this year's Appeal. We will be organizing the donations into a tiered system, with donors' names placed on a placard in the lobby. Your donation will be given a title rather than a dollar amount, highlighting the fact that you are not only donating funds towards the shul's activities, but that you are also contributing to Young Israel's future growth in building a true communal house of worship. If you wish to have your donation remain anonymous, you may easily do so.

The following table highlights the tiers for this year's Appeal:

Builder: Your gift will lead the shul into the next year	\$2,500 and above.
Founder: Your dedication will help insure a successful year for the shul	\$1,800 and above
Sustainer: We would be lost without you and your unyielding support:	\$1,000 and above
Preserver: The strength of the shul lies with you its congregants	\$720 and above
Patron: Those who are bound to our shul and its lifeblood	\$500 and above
Fellow: A shul and its congregants are eternally grateful	\$180 and above
Participant: The shul relies on you most of all for you are its heart	

We thank you in advance for your support of our Kehilah and its programs. It promises to be a very exciting year for Young Israel! Additionally, if you are not already a member of our shul and wish to join our Kehilah, please approach our President, Norman Letow, or any of us. We would be happy to meet you and welcome you into our community.

We wish you and your families a Chatimah Tovah and a Shanah Tovah.

Sincerely,

Shneur Z. Gershuni