

**President Ted David**  
**Erev Rosh Hashanah Message**  
**September 8, 2010**

Good Evening and L'Shona Tova. A Happy and Healthy New Year to all. Tonight we continue the solemn worship services which began with S'lichot and will take us to Simchat Torah. While the High Holy Days are a time for renewal and repentance, it's also a time for some fun as well – I'm looking forward to dancing with the Torah on Simchat Torah.

I am delighted to share the bimah with Rabbi Bloom, our immediate past president Jack Resnick, our cantorial soloist Judy Bluestone and the enhanced, diverse vibrant choir. Thanks also to Rabbi Bloom, our HHD chairs Carol Katz and Judy Bluestone, our music team of Judy, Jaquay Schmid, Felicia Pascal, David Kimball and the choir, the Sisterhood, the Men's Club, Ann Marie and all the volunteers who spent so much time preparing for the HHDs. Every year getting ready for the HHD is a collective effort with so many members participating with joy and enthusiasm.

Thanks also to Stan and Judy Bluestone for donating the beautiful new white covers that adorn our Torahs and to the anonymous donors of an additional Sefer Torah which we will dedicate next Shavuot and of a brand new Megillah of the Book of Esther which will be dedicated next Purim.

This is great!!! We are celebrating our second HHDs with our new Rabbi (Rabbi, we're delighted that you and Linda have joined us in the Low Country and at CBY) and celebrating our second HHDs in the Congregation's new home. We have reveled in our new home, shown it off to family, friends, and prospective members. However, our new home is more than just a structure – our new home is really many homes:

- Our home is our house of worship, with new and old worship customs—minhags -- coming together
- Our home is a house of learning and education for our children and adults
- Our home is a house of caring for those in our community in need
- Our home is a house of social justice, Tikun Olam, to help the community in which we live
- Our home is a house of sociability where we come together with our friend and neighbors
- Our home is a “big tent” for the worship and the cultural needs of the wide variety of Jewish beliefs of our diverse membership. The rabbis say Kol Yisrael Arevim zeh bah zed – All Israel is blended together. That expression from our tradition certainly applies to CBY! We are a blend of such diversity.
- Our home is warm and welcoming to all who want to worship with us (as a guest told me just a few weeks ago)

I could go on. You get the point. CBY represents a heritage, a culture where members come in their times of happiness and their times in grief. And we are all there for them – to celebrate and to grieve together. So my first message today, on High Holy Days 5771 (2010), is that CBY is more than a structure – it is the community, the family, the spirit, the culture of Judaism in the Low Country, a heritage and a tradition which we must maintain and enhance.

My second message is that each of us has an obligation to sustain that spirit, to sustain that community, to sustain our mission and vision, to sustain the tradition started nearly 30 years ago, to sustain that

family, both for ourselves and for those who follow us. As the donation Board in the lobby says “As my ancestors planted for me, so too I plant for my children.” To sustain our heritage for the future we need resources – both money and people. Today I want to talk about our financial resources and what you can do to fulfill your obligation to sustain the Jewish heritage in the Low Country.

Let me share some just a couple of numbers with you. The cost to operate our facility, pay our staff and fund our programs and services averages about \$1750 for each resident member unit. Dues, which we continue to keep at an affordable level, provide an average of about \$1020 per resident member unit, less than 60% of our operating costs.

We cover that resource gap in several ways. For example, the upcoming FUN raising event, the Chai Gala, is designed to provide fun for our members and to raise money for CBY. We sponsor “free money” programs – where CBY earns money when our members do what they do anyway – shop. We also raise funds from the community, such as with the Advertising Directory. By the way, last year was our most successful in the 4 years of the Ad Directory, thanks to the leadership of Pete and Sandy Leff.

However, the largest source of non-dues revenue is the Friends of Beth Yam campaign. The purpose of the Friends campaign is twofold – to provide resources for the quality programs that enrich our congregational life and to ensure that every family and individual who wants to be part of our congregational life has that opportunity, regardless of their financial situation. In these uncertain times, it is more important than ever that our Jewish community remains strong and provides the support that each of us requires – through our Jewish community and family.

Last year fewer than 50% of our members contributed to the Friends campaign. This year, our Friends chairs, Harold Freeman and Michael Shapiro have established dual goals – to collect more than the planned revenues from Friends and achieve 100% participation in the Friends program. To this end, the Board has adopted a policy that each Board member will contribute to the Friends campaign commensurate with his or her ability.

I thank all members who have already contributed to this year’s Friends campaign and encourage all members to reflect on the value you get from CBY and make your contribution commensurate with your means. When you pick up your membership directory in the lobby you will find a pledge form in the envelope. Please take the time to complete the form and make your contribution. I encourage you to think of your Friends donation as an investment in our family, in our community, in our future.

Before I close, I must say a word of thanks to Judy Bluestone for her 6 years of dedicated service to CBY. She and Jacquy are a great team and have provided CBY with wonderful musical experiences. Judy you will be missed but we respect your desire to move on. You will be difficult to replace but we are confident that we will find a new cantorial soloist to take us to the next level.

I also want to say “thank you” to Ruth Levy who is retiring after 8 years as principal of the Religious School. Ruth has enhanced the lives of all the Religious School children and their families. I have seen some of the responses to Ruth’s retirement letter. Ruth, you will also be missed and difficult to replace. We will rely on you to help train your successor.

Jeri and I and the entire Board of Directors again wish for each of you and your families L’Shana Tova, a Happy and Sweet New Year. May God inscribe us and seal us in the book of Life.