

<Date>

<Primary Addressee> <Preferred Address 1>, <Preferred Address 2> < City>, <State> <ZIP>

Dear < Primary Salutation>,

It has been more than a year since wildfires devastated large swathes of Sonoma and Napa Counties—including the homes of more than 52 Jewish families and our beloved Camp Newman. The Federation was on the scene immediately, working with local Jewish organizations and galvanizing the Bay Area Jewish community to provide short and long term support. In partnership with the Jewish Community Foundation of the East Bay, our community raised over \$780,000 for the ongoing recovery of the region.

This effort will take many years, and we will be there on the ground, providing direct grants, volunteers, and strategic support to strengthen the Jewish community infrastructure and develop programs to facilitate trauma recovery.

The catastrophic North Bay fires are just the most recent example of the Federation's century-long commitment to helping in times of crisis throughout the United States and worldwide. With the hurricane season wreaking havoc, we'll be prepared—ensuring that the urgent needs of the most severely impacted are met. It's how we helped the Houston Jewish community through the Jewish Federations of North America last year, when flooding destroyed Houston neighborhoods.

Internationally, working with the American Jewish Joint Distribution Committee (JDC), we assist Jewish communities in need in the former Soviet Union and Israel. For example, several former Soviet Union countries are home to some of the world's poorest and most isolated Jewish communities. The Federation supports JDC in providing food, medical care, heating for the bitter winters, and home care needs for the nearly 200,000 elderly and disabled Jews.



The Federation can respond to local and global crises so quickly because of our longstanding partnerships, enabling our community to jump in and take action when disaster strikes.

We couldn't have this impact without you.

Thank you for your continued support. Your generosity makes a tremendous difference. Please consider increasing your gift to \$<Ask 1> to support our 2019 Campaign. Your gift will ensure that we can continue to respond to unforeseen emergencies as well as everyday needs.

Warmly,

Danny Grossman

Chief Executive Officer Jewish Community Federation and Endowment Fund

PS. We invite you to our Day of Philanthropy with keynote speaker Marc Benioff, Chairman and Co-CEO of Salesforce and cloud computing pioneer, recognized as one of the world's greatest leaders. Register at jewishfed.org/DOP2018.

## YES, I am pleased to support the Federation.

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Please bill me. I understand I have until December 31, 2018 to fulfill this commitment. M	2019ren1 <cid></cid>