Date/*Hebrew Date*

<Address1>

<Address2>

<City>, <State> <Zip>

Dear <Salutation>.

On behalf of Camp Ramah in California, **thank you for your Shomrei Ramah Society 2020** contribution of $\_\_\_\_. This year more than ever, we are exceptionally grateful for our strong community of supporters who are deeply committed to our mission. Your gift ensures that Camp Ramah will remain a vital, inclusive, and innovative organization.

Your partnership allows us to further our mission and live our values. Your support has enabled us to retain so many of our talented staff members and ensure their livelihood and contributions to our organization. Your support makes our programmatic innovation possible, as we have and continue to connect with campers and families virtually throughout the pandemic and plan for summer 2021. We could not do this life-changing work without you.

We recognize that Ramah’s current needs and our subsequent requests for your support are significant, especially on the heels of unprecedented generosity in 2020. **Our goal for 2021 is to raise $2.5 million in unrestricted funds.** While this is “only” 55% of what was donated in 2020, it represents a 300% increase over unrestricted gifts from 2019. Please know on the expense side we continue to be vigilant in maintaining reduced expenses internally including ongoing salary reductions for all current employees. Sadly, on the revenue side we know that our conference center’s typical $3+ million in revenue will not materialize substantively in 2021. Consequently, your 2021 generosity is vital for Ramah to maintain organizational integrity, responsibly preserve the facility, and most importantly, subsidize operations of camp for the summer.

We hope that you will renew your gift as a Shomrei Ramah Society member for 2021. You are our leading supporters, and if you are able, we urge you to consider deepening your impact on the Ramah future with a meaningful gift that will place you in the next level of giving. **Your generosity is a vital pillar in sustaining the well-being of our camp.**

**We are grateful to our partners at JCamp180 and the Grinspoon Foundation for offering a challenge grant – 50 cents for every dollar we raise, up to $207,000**. We are happy to speak with anyone who is interested in a matching gift. **Enclosed is your invitation** to renew your Shomrei Ramah Society annual gift for 2021. Please share your support in the enclosed envelope at your earliest convenience or at [www.ramah.org](http://www.ramah.org/) to make a commitment online.

**Thank you for being a part of our Ramah family and for partnering with us in supporting our beloved Camp!**

In gratitude and wishes for good health,

Nancy Beiser and Lesley Wolman             Karmi Monsher

Shomrei Ramah Co-Chairs           Development Chair

Ellen Brown Rabbi Joseph M. Menashe

Board of Directors, Chair Executive Director