

DEVELOPMENT COMMITTEE
LAUNCHING THE IMAGINE 2025 FUNDRAISING CAMPAIGN

Greetings from the Development Committee. I'm writing to share some exciting news about a fundraising campaign that has been quietly percolating for the past several months—and is ready to be shared with the whole congregation.

OZ is officially launching a fundraising campaign to raise \$1 million by 2025.

It is called the **Imagine 2025 Campaign** and shares the name with the visioning process happening right now, because the two processes go hand-in-hand.

First, thank you to several forward-thinking donors who stepped up early and generously. They have already committed \$500,000—halfway toward our goal. We cannot thank these families enough for believing in OZ and for providing so much hope and optimism.

Still, we will need the help of each and every individual and family at OZ to reach this important goal – every contribution is important, whether it is \$10 or \$10,000.

We all know that fundraising is a critical piece of OZ's budget every year – and that generous gifts from our members support every nook and cranny of our community.

Yet, there is sometimes a need for a truly special campaign. Think back to the building renovation campaign of the mid-2000s or the kitchen renovation several years ago. And now is the time for the next big campaign for OZ.

This campaign isn't just about bricks and mortar—it is about providing stability, enhancing all the great things we already have, and giving us resources to innovate over the next decade. We want a robust community for generations to come.

There are two primary reasons why this moment in time is right. First, we are grappling with serious budget reforms and we need donors to help us stay resilient until we have a balanced and sustainable budget. In fact, our early donors to this campaign are already heroes in our community. They helped bridge the significant budget gap this past year – without their support, our community would be much worse off. This campaign has already helped OZ!

Second, we have this amazing *Imagine 2025* visioning process happening that will help take OZ to new heights. All the new and innovative ideas and goals we create together will need resources to make them happen. Flexible philanthropic support will ensure that we can spend strategically on the most important new priorities.

OK, on to the exciting part – how you can participate.

We need more families to step up and give generously. We would love to talk to you personally about a special gift this year, a gift in memory of a loved one, or even how you can establish your own legacy at OZ with a gift in your will.

Each gift to OZ counts in this campaign. Your annual contribution of any size counts. A pledge over a few years counts. A gift in your will counts. You get to choose how you participate in this campaign.

We will be sharing more information over the coming months and providing updates on the progress toward the \$1 million goal by 2025. I hope you'll consider participating in this special campaign.

Please be in touch with me at jlorber@aplomb.com and we can start a conversation.

And thank you once again to the families who have already given so generously.

*~Jason Lorber
Chair of the Imagine 2025 Campaign*