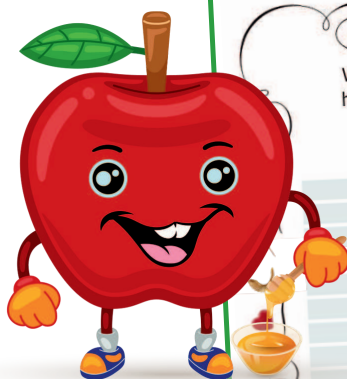


Can I add your name to the Caring Wall?



August 21, 2023

Dear

My name is Mr. Apple, and with some pretty important days coming up, I'm here to ask for your help.

Can I have a quick chat with you?

You know, apples are pretty incredible. They're the go-to snack when you're in a rush. And let's not forget about apple pie, the ultimate dessert. Plus, they keep you healthy — "an apple a day keeps the doctor away."

Apples are everywhere! You count them in math class, compare apples to apples, and your parents are proud of you—after all, the apple doesn't fall far from the tree.

Soon, it will be a time to gather with loved ones, dip apples in honey, and sincerely pray for a good and sweet year. I've witnessed this beautiful tradition for hundreds of years.

But here's why I'm writing to you today. It's about the High Holidays Appeal. It's your opportunity to keep the tradition alive and strong, for Jews in our community.

When I think about the thousands of years and millions of apples that have brought the Jewish people so many blessings, all these wonderful years, a small tear of honey drips down. I feel immensely proud and happy to be part of it. It's one of my top five favorite things, *even beating out your Bubby's Apple Strudel...*

And that's why I'm writing to you today—I need your help. To help make someone's year sweeter.

(over, please)

There are many Jews here in this community who need a seat at the table, but they have nowhere to go. Some feel like they don't belong, others are embarrassed by their lack of knowledge in reciting prayers. Some are away from their families, and others feel isolated and alone. A few don't even know they are Jewish.

We need to invite them in for the Holidays! Your High Holidays donation this year will help make that possible.

My absolute favorite place to celebrate Rosh Hashanah is at Chabad of SCV. Rabbi Choni and Rebbetzin Frumi are incredibly welcoming and kind. Their children are adorable (though a little rambunctious at times), and their Shul radiates sincerity, joy, and hospitality.

You feel at home as soon as you step inside. They welcome people from all walks of life and backgrounds to celebrate the High Holidays together.

Trust me, not a bad apple in the bunch!

Please think about it.

Maybe you can give \$180. Or perhaps \$360 or \$540. Or, if you've been blessed this year, consider giving \$1,800.

Any amount you give will help spread Jewish connection, Jewish joy, and Jewish wisdom in our community. You know what a big difference that makes.

I hope you can join. So many people will be most appreciative.

We will be creating a display for the High Holidays called The Caring Wall, where every person who gives will be listed. Our community will see how many wonderful people care about them, their future, and their Jewish life in SCV.

We are so much stronger when we stand together! And this display will be a wonderful reminder of our unity, care, and love for each other.

Your gift to Chabad of SCV can provide these wonderful people with a place to gather and celebrate the richness of the Holiday. Your donation will help them experience the beauty and warmth of the season and be part of a vibrant Jewish community that will give them strength throughout the coming year.

Imagine walking into the Chabad House adorned with colors and textures that fill you with joy and awe. The gentle glow of candlelight dances upon the walls, creating a welcoming ambiance.

Now imagine all that for someone who is feeling lonely, lost, disconnected.

A lot of people here in our area are feeling that way this year. There's so much uncertainty about the economy. The terrible and increasing rise of antisemitism. The pandemic stretched and broke many of the ways we get together.

Your gift will help. You can help transform our community. And our world.

Your support will ensure that Chabad continues to shine brightly, providing a special space where journeys unfold, and hearts are uplifted.

Let's face it—we're all a little bruised. Life throws us some bumps along the way. But when we dip those bumps in honey, we remind ourselves that we can use them to propel us forward. As long as we have each other's blessings.

Please, give as you can. As much as you can. No amount is too small (or too big) to make a difference.

Chabad of SCV is a place where hearts are touched, minds are enriched, and souls are nurtured.

This is your opportunity to share your blessings. You can help people connect, find inspiration and immerse themselves in the beauty and joy of Judaism. Your gift will provide them with a wonderful space to grow, explore their Jewishness, and embrace a lifelong journey of learning.

To make a donation, please visit our secure online donation page at chabadscv.com/donate. Your support, regardless of its size, will profoundly impact so many.

If you prefer to donate via check, you can use the enclosed envelope. And if you find you are not able to donate just now, believe me, I understand. Please don't feel pressured in any way. Give as you are able.

As we approach this special season of blessings, reflection, and renewal, I, along with all the apples, extend our heartfelt gratitude for your ongoing support.

May the upcoming High Holidays be a time of delight, spiritual growth, and deep connection for you and your loved ones.

With profound appreciation and warmest wishes,

When you see me this Rosh Hashanah, don't forget to dip deep!

Mr. Apple