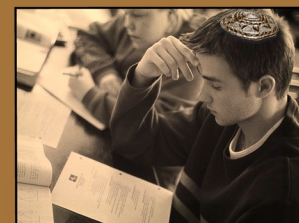


JANUARY 2008 - DECEMBER 2008

Plan of Action and Projected Budget



CHABAD of ALAMEDA
JEWISH • CENTER



MISSION STATEMENT



*"...take a map and find a country
or a city that is still lacking the
wellsprings of Chassidus, where you
are capable of making an impact..."*

The Rebbe

*Chabad is dedicated to serving all with
Abavat Yisroel - unconditional love and concern for
every Jew, regardless of background or affiliation.*

- Chabad promotes Jewish pride, values and commitment in order to ensure Jewish continuity and hasten the ultimate redemption.*
- The Chabad Jewish Center provides a "Home Away From Home" for all Jews and a friendly, warm environment.*
- Its multiple programs provide the education and means to promote Jewish knowledge, awareness and practice, strengthen Jewish identity and afford every Jew the opportunity to experience his or her Jewish heritage.*
- Working as a team, Rabbi Reuven and Shoshana Levy endeavor to display true Jewish living with a focus on Jewish family life.*

CHABAD LUBAVITCH

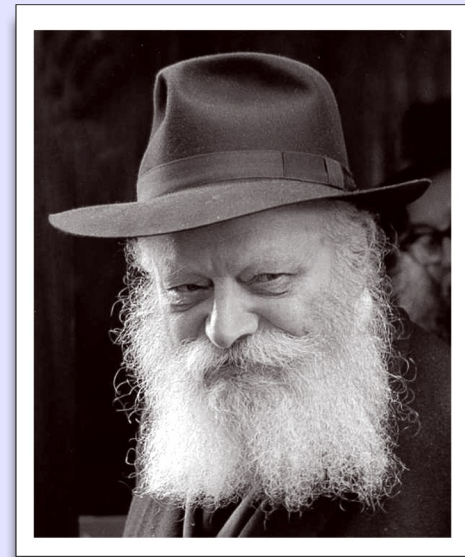


Guided by the leadership, teachings and inspiration of the Lubavitcher Rebbe, Chabad Lubavitch has set the dictum of “Love thy fellow as thyself” as the defining factor in its liberal approach of unconditional acceptance of fellow Jewish people regardless of their backgrounds or affiliations.

While sharing and teaching the depth and beauty of Judaism, every individual is encouraged to appreciate the depth of our heritage at their own comfortable pace.

As the world’s largest Jewish educational and outreach organization and a vibrant force in global Jewish life, its activities have touched the lives of millions of Jews. With close to 4,000 educational, social and religious institutions worldwide, there isn’t a Jewish community in the world that has not been positively affected by its work.

Recognizing the unique challenge of Alameda, Chabad Lubavitch of the West Coast has entrusted Rabbi Dovid and Mrs. Shulamis Labkowski to meet the needs of Alameda’s 5,000 Jews.



The Lubavitcher Rebbe

ABOUT US



Rabbi Reuven and Shoshana Levy

*R*abbi Reuven, born and raised in New York City, received his Bachelors Degree from , and his rabbinical ordination from Central Yeshiva Tomchei Tmimim in New York and the Crown Heights Rabbinical Court in New York.

While completing his rabbinical and postgraduate studies he spent the last seven years actively involved in community outreach and leading services in Spain, London, Singapore and across the USA. He is listed in the Who's Who among American Universities and Colleges and is on the Dean's List of College Graduates. He also maintains a wonderful rapport with youth, and spent several summers as a Madrich Limudim. In addition, he taught Talmud in The Rabbinical College of America Moristown New Jersey.

For Shoshana, growing up in the home of one of montreal's foremost community activists, an open-home to all was a natural way of life. After graduating with distinctions from Beth Rivka High School in New York, she received a diploma in Judaic Studies from the Machon Esther Yerushalayim Women's Seminary in Jerusalem. Upon completing her studies, she worked as Program Director and Madricha in Seminary Beis Chana, Tzfat, Israel, and then as a teacher of Chassidic Discourses and Jewish Law at Shoshanat Rivka High School in Brooklyn, NY. Whether through adult education or youth programming, informal gatherings or a holiday service, Shoshana's friendly form of sharing the joys and the depth of Judaism gives her the ability to make everyone feel welcome and at home.

With their warm smiles and non-judgmental approach, they are ready to embark on their Shlichus to Alameda, drawing on every segment of this young and diverse community...

THE CITY

The city of Alameda is located in Northern California, on the eastern side of the San Francisco Bay.

In this flourishing West Coast City, roughly 5,000 of the residents are Jewish. The Jewish organizations in Alameda, however, reach a very small percentage of them. The Reform Synagogue have a meager total of less than 5,00 members. This leaves 45,00 Jews with no Jewish affiliation at all!

With little traditional Jewish environment, the danger of assimilation threatens the vast number of Jews in Alameda. It is clear that there is both a tremendous responsibility and opportunity to create an attractive and open center for the thousands of Jewish families currently residing there.

The time is ripe and the need is great for Jewish Oakland to blossom...



DETAILED BUDGET EXPENDITURES



YOUTH ACTIVITIES MATERIALS AND ADVERTISING \$23,100.00

<i>Shofar Factory</i>	\$1,000.00
<i>Model Matzah Bakery</i>	\$2,000.00
<i>Bar & Bat Mitzvah Lessons</i>	\$500.00
<i>Chabad Hebrew School</i>	\$13,800.00
<i>Teffilin & Mezuzah Campaign</i>	\$3,800.00
<i>Jewish Business Visitation</i>	\$500.00
<i>Jewish Kids Magazine</i>	\$1,500.00

HOLIDAY ACTIVITIES AND ADVERTISING \$34,700.00

<i>High Holiday Services</i>	\$5,500.00
<i>Sukkot Party</i>	\$500.00
<i>Simchat Torah</i>	\$2,000.00
<i>Chanukah Party</i>	\$6,000.00
<i>Purim Party/Meal</i>	\$3,200.00
<i>Shavuot Ice Cream Party</i>	\$1,500.00
<i>Passover Seder</i>	\$4,000.00
<i>Jewish Art Calendar</i>	\$6,000.00
<i>Lag B'omer Picnic</i>	\$1,500.00
<i>Chassidic Farbrengens</i>	\$1,000.00

SHABBAT ACTIVITIES \$10,300.00

<i>Community Shabbat Dinners</i>	\$7,500.00
<i>Shabbat & Holiday Minyan & Kiddush</i>	\$3,000.00

PRE HOLIDAY DISTRIBUTION \$8,800.00

<i>Sukkot/Luluv Outreach</i>	\$1,500.00
<i>Chanukah Outreach & Menorah Distribution</i>	\$3,000.00

PRE HOLIDAY DISTRIBUTION (CONT.)

<i>Distribution of Mishloach Manot</i>	\$1,200.00
<i>Distribution of Shmura Matzah</i>	\$1,200.00
<i>Passover Guides</i>	\$1,500.00
<i>Challah Distribution</i>	\$400.00

ADULT EDUCATION \$11,000.00

<i>Torah Study Classes</i>	\$1,200.00
<i>Jewish Women's Circle</i>	\$4,800.00
<i>Kosher Awareness Program</i>	\$1,000.00
<i>Guest Speakers</i>	\$3,000.00
<i>Talmud Class</i>	\$500.00
<i>Women's Study Group</i>	\$500.00

SOCIAL SERVICES \$3,800.00

<i>Hospital Visitation</i>	\$1,200.00
<i>Assisted Living Visitation</i>	\$1,400.00
<i>State Prison Visitation</i>	\$1,200.00

GENERAL ADMINISTRATION & DEVELOPMENT \$79,100.00

<i>Combined Salary & Parsonage</i>	\$60,600.00
<i>Benefits</i>	\$8,500.00
<i>Chabad Insurance</i>	\$1,800.00
<i>Design & Printing Fundraising Materials</i>	\$3,200.00
<i>Website</i>	\$3,000.00
<i>Miscellaneous</i>	\$2,000.00



FUNDRAISING PLAN

Fundraising Goal

\$160,000.00

Donor Unit \$1,600.00 $\times$ 100

= \$160,000.00



*Fundraising
Progress*

# OF DONORS	# OF UNITS	DOLLAR VALUE	TOTAL VALUE	CUMULATIVE TOTAL
1	10	\$16,000.00	\$16,000.00	\$16,000.00
2	5	\$8,000.00	\$16,000.00	\$32,000.00
3	3	\$4,800.00	\$14,400.00	\$46,400.00
3	3	\$3,200.00	\$9,600.00	\$56,000.00
10	1.5	\$2,400.00	\$24,000.00	\$80,000.00
20	1	\$1,600.00	\$32,000.00	\$112,000.00
30	1/2	\$800.00	\$24,000.00	\$136,000.00
Many	-	Various Amounts	\$24,000.00	\$160,000.00