



Congregation
Har HaShem הר השם
Campaign For Our Future

Frequently Asked Questions (FAQ)

CAMPAIGN GENERAL

Q: What is the goal of HHS's Campaign for our Future?

A: The goal for this historic campaign is \$7 million.

Q: Why are we undertaking a Capital and Endowment Campaign now?

A: Har HaShem has grown beyond the expectations of its founding families in 1968 to more than 600 families. The sanctuary and space for its many programs and activities are in a building that was designed for a congregation half our current size. We had to acquire additional property and expand our facilities in order to continue to meet the needs of our members. In addition, as the only Reform congregation in Boulder County, we extend ourselves to the greater Jewish community. We must grow to continue to thrive as a congregation and hub of Jewish life for our members and the greater Jewish community. This Campaign also responds to recognition by Har HaShem leaders that we need an endowment to provide greater financial stability and future income to support key programmatic priorities.

Q: How will HHS be using the money that is raised?

A: According to the decision of the HHS Board and the approval of the congregation at a vote on December 14, 2006 the congregation will use the funds for three purposes: the purchase and basic renovation of two adjacent properties and the servicing of the mortgage on the land we purchased, building capacity at HHS through the hiring of an Assistant Rabbi and an Executive Director, and the growth and development of HHS's endowment.

Q: I am unhappy with [name of person]. Therefore, I am protesting and will not give.

A: Can the president/Rabbi/officer talk further with you about this? It would be unfortunate to punish an entire congregation for the words or actions of one member of the Har HaShem family. We would like to find a way for you to feel comfortable discussing the circumstances and addressing your concerns in a constructive manner.

Q: Couldn't we assess each member or household unit a fixed amount of money and eliminate the need for a campaign?

A: This may sound like a very simple solution, but in fact, it is not a very good idea. Many families are paying full dues but could not afford to give Har HaShem a significant amount of additional dollars. Also, a number of families could give a substantial amount of money to a campaign and a fixed assessment would discourage them from making a gift that represents their significant capability. In this latter instance, the result would be to shift the responsibility for the Campaign to more people of lesser means.

Q: How can I get my questions about the Campaign answered? Is there someone I can talk to?

A: Actually, there are several ways to get your Campaign questions answered. You may call any member of the Campaign Committee. We will try to answer your questions to the best of our ability. If you have a question to which we do not know the answer, then we will find out the answer and get back in touch with you.

Q: I am unhappy about the proposed Campaign components. Therefore, I/we will not support the Campaign.

A: In determining the components of the Capital and Endowment Campaign we considered many options and the comments of the many individuals who participated in the research conducted prior to deciding to undertake a Campaign and in the development of the Campaign over the past few months. We realize that we cannot please everyone and that there are many desirable ways to spend money to improve Har HaShem for its members.

Q. Don't you think that the \$7 million campaign goal is an unrealistic amount of money for our congregation to raise?

A: There is no question that \$7 million is a significant amount of money. We conducted research to help us determine how much money we have the capability to raise. The results of the study indicated that we could raise this amount of money. Since Har HaShem does not have experience with major gift fundraising at this level, we know that this figure may feel especially intimidating. However, the enthusiasm and support for the continued growth of our strong and vibrant Congregation came through “loud and clear” during the study. We think this commitment to the future of Har HaShem, together with professional assistance and capability gifts by everyone, will enable us to achieve this ambitious but doable goal.

Q: Who is responsible for the Campaign and who will oversee it?

A: Our Campaign is being managed by a Campaign Leadership team comprised of members of Har HaShem as well as members of the HHS Board. Included in the Campaign Committee is a Financial Oversight Committee which is charged with assuring the financial integrity of the Campaign. Ultimately, the Board is responsible for the Campaign and will be involved in the Campaign as it progresses.

Q: For what will the endowment be used?

A: The endowment will be used for the ongoing support of some of our critical on going needs including adequate staffing, scholarships and special programming such as scholar in residence weekends.

SITE/BUILDING**Q: Will we get a new building as a result of the campaign?**

A: We will get more building but not necessarily a new building. Some renovation of the former Origins Church and the former Oboka home will take place to make them appropriate to the needs of HHS. While we will not engage in major reconstruction, HHS will have growing room that will enable it to expand and continue to meet its goals.

Q: How did HHS have the capital to obtain the properties while the campaign is ongoing and all of the monies have not yet been collected?

A: The Board had approved financing to enable the congregation to purchase the properties. The decision to authorize the financing was the result of a lengthy and thoughtful discussion of all options and was based upon a cautious financial projection for the campaign and the congregation.

Q: How will the facility renovations component be managed?

A: We will prioritize the projects and may phase in portions of the upgrades if necessary to complete the renovations so as to be able to benefit from them immediately.

Q: How do we use our new space?

A: Our new space is used for our existing programs as well as enabling us to expand our programs particularly in the areas of early childhood, adult education, worship services and social programming. We also anticipate the space will allow the Religious School to have only one session on Sunday mornings.

Q: Do we actually own the properties?

A: Yes we do. We closed on both properties in April of 2007.

Q.: Will we be able to use the building while the renovations are occurring?

A: Yes! We will schedule renovations during periods of the year when the building receives less use so as to minimize disruption to our members and interferences with programs and services.

PLEDGE PROCESS

Q: Must I make a gift and pay it immediately or can I make a pledge?

A: Donors to HHS's Campaign for our Future may make pledges and have five years to fulfill the obligation to the campaign. Donors will be given the option of structuring a payment plan that meets their needs and enables the campaign to achieve its goals.

Q: What is a pledge?

A: A pledge is a written promise to pay a gift to Har HaShem over a specified period of years. The pledge form allows each donor to give a gift in honor of or in memory of someone, as well as to a specific component of the Campaign, which the Congregation will document and honor. In addition, we are requesting that a donor include an initial payment with the pledge form, such as cash, check or securities.

Q: Is my pledge binding? What if I cannot pay what I have pledged or simply change my mind?

A: Har HaShem will accept your pledge with the understanding that you intend to pay it. Because the Congregation may make expenditures or incur debt or other obligations based on the pledges it has received, each donor is expected to fulfill this obligation and the Congregation has the right to receive the full amount pledged. Of course, if circumstances change, we expect that donors will contact us and we will work together to modify the pledge in a way that will allow donors to fulfill it or will otherwise be acceptable to Har HaShem and donors.

Q: Is a pledge deductible from my income tax?

A: Each payment made in fulfillment of the pledge is tax deductible as a charitable contribution in accordance with State and Federal law. You will receive an acknowledgment of the pledge as well as a receipt and acknowledgment of each payment that you should keep to document your charitable gift.

Q: Who will be asked to contribute to the Campaign?

A: Our Board and Campaign Leadership members will be asked to make a contribution early in the campaign, leading by example. We hope that their 100% participation will motivate 100% participation throughout the Har HaShem family, reflecting each member's commitment to the success of this Campaign. We will ask donors to help identify others within the Har HaShem community with whom we may discuss this very special Campaign and request a contribution.

Q: I don't want people to solicit me; we'll do it on our own. Why an effort to see everyone?

A: There are two important aspects to our Campaign. One is securing the funds necessary to establish the specific Campaign goals. The other priority is to visit members face-to-face. This personal outreach effort is important so that everyone will have the opportunity to fully understand the Campaign and its impact on the future of Congregation Har HaShem. Personal meetings also foster relationships and organizational growth and strength. We want to invite everybody to have a personal, heartfelt discussion about their commitment to Har HaShem as part of deciding on an appropriate contribution.

Q: How much is someone expected to contribute?

A: We expect people to contribute consistent with their financial ability. By enabling payments to be made over five years, many people will be able to make a larger contribution than if the contribution were a one-time gift.

Q: I have children in college; their tuitions are significant for several years ahead. I can't afford to meet other obligations, including a gift to Har HaShem.

A: We all recognize that there are financial pressures facing each of us, like tuition or medical bills. However, this Campaign is a unique opportunity to make a difference with your gift and set an example for your children. We hope that you can adjust your finances to support this special Campaign. One of the reasons we support donors to make pledges payable over five years is our recognition that some people have multiple financial obligations and need flexible payment schedules.

Here is another practical suggestion: perhaps you have appreciated securities or other assets that you could use to pay part or all of your pledge, without diverting current dollars that you need to meet other obligations. (Just remember to buy more stocks when you can!) Are you aware, too, that there are tax incentives to encourage your making a gift to this Campaign? Consult with your accountant or financial expert so that you can learn about ways to benefit your financial position by supporting this Campaign. Some forms of gift reduce taxes and increase your financial resources to meet obligations as well as support Har HaShem's Campaign.

Q: I have made financial commitments to other worthwhile organizations that have recently conducted capital or endowment campaigns. I also donate to other causes such as Federation, Hadassah, the Jewish National Fund and my university. I am stretched too far now. Why not go to someone else?

A: We are glad that you are recognizing these and other organizations that provide invaluable services and assistance to our Jewish community and the community-at-large. However, there is no question that Har HaShem should be high on your list of immediate priorities. Unlike some of the other organizations you mentioned, Har HaShem has only its membership to turn to. That is why we urge you to give this request careful consideration. Our need is immediate and critical. Even if you cannot make a major contribution, your participation at a level you are capable of is critical to encourage others to participate and show widespread support. *Remember, too, that your gift can be paid out over five years.*

GIFT PAYMENT

Q: How will Har HaShem invest Capital Campaign proceeds?

A: Proceeds that are being utilized for shorter term purposes (operations, debt service etc) are typically held in money market accounts and similar investments. Longer term capital funds (e.g. endowment) will be invested in a variety of vehicles which may include stocks, bonds, mutual funds and Israel bonds as deemed appropriate by the Endowment Committee.

Q: How can I pay out my gift?

A: Donors can pay by check or through the use of appreciated securities. Additionally, donors age 70½ and above may use IRA's to fund their commitments in 2008. Donors who wish to make a portion of their gift a longer term commitment to the endowment may take advantage of options for deferred giving. This information is available to the donor by contacting Katherine Schwartz at HHS.

Q: What kind of gifts will Har HaShem accept?

A: Because of the nature of the Campaign, our ongoing need is for cash. A cash gift may take the form of securities, a check or other donation that may be easily converted into cash. We are asking for a commitment to a gift that will be made over five years time.

Q: May I direct that my gift be used in a particular way or for a particular purpose?

A: Our most critical need is for contributions without any restrictions so that we may use them to meet all of the components of the Campaign. Through dedication opportunities, you may make a gift to honor or memorialize your family or a loved one for a particular component of the project. Selecting a dedication opportunity does not entitle the donor to make the decisions about décor and design or implementation of a dedicated fund.

Q: How will Har HaShem recognize my gift?

A: All commitments to the Capital and Endowment Campaign will receive appropriate acknowledgements and will be listed periodically in special Campaign communications. There is a list of appropriate naming opportunities associated with the Campaign. A detailed list of these giving opportunities will be included in the Campaign materials. Any donor may remain anonymous by making that preference known on the pledge agreement or other documentation of the gift.

Q: How will I be billed for my commitment? How long will I have to pay for the gift?

A: All donors to Har HaShem may request their own payment schedules, with everyone being offered a five-year schedule (monthly, quarterly, semi-annually or annually). Dollars contributed to the Campaign will be deposited in a special banking account, thereby enabling Har HaShem to maximize the gifts, minimize debt and take advantage of positive cash flow. Each donor will receive a special bill for the Campaign reflecting that funds will not be co-mingled with other projects or financial commitments, such as dues, by members.

Q: Suppose I cannot make a cash gift or pledge? What if I know someone who would like to donate but is not able to make an enormous gift?

A: We will work with each donor to find a form of gift that is acceptable. Deferred gifts, such as a bequest, are always a benefit to Har HaShem and are welcomed; however, they will not meet the Campaign's immediate need for cash. Gifts-in-kind will need to be evaluated on a case-by-case basis to determine whether or not they will be beneficial to the Capital and Endowment Campaign or otherwise useful to Har HaShem.

Q: Who will know that I have made a pledge or gift?

A: Unless you request to be anonymous, we have found that prospective donors are encouraged to donate by seeing that others have given. This in turn, creates energy and momentum in the Campaign and fosters additional and/or larger gifts. By allowing the leadership to release your name as a donor to the Campaign you help promote the success of the Campaign. Of course, if you request that your gift be described as "Anonymous," we will abide by your wishes.