

CHABAD JEWISH CENTER LAKE TAHOE, CALIFORNIA



Budget & Activities Portfolio



In August 2013, Rabbi Mordey and Shaina Richler together with their daughter Rochel will G-d willing establish the Chabad Jewish Center of Lake Tahoe.

OUR GOAL:

To strengthen Jewish awareness, and pride for the Jewish residence, homeowners and millions of visitors to Lake Tahoe, regardless of background or affiliation.

With your help, the Chabad Jewish Center anticipates offering the following programs...

Youth

Hebrew School
Mommy & Me
Bar/Bat Mitzva Club
Winter/Summer Camp

Synagogue

Prayer Services
Children's Programs
Holiday Enrichment Programs

Tourist

Hospitality Center
Kosher Food • Shabbat Meals

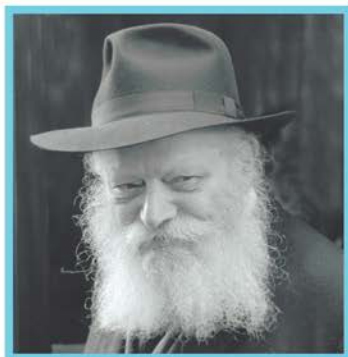
Adult Education

Weekly Torah Study
Women's Circle
Weekend Shabbatons
Jewish Learning Retreats

Social Services

Hospital Visitations
Prison Visitations
Assisted Living Visitations
& Holiday Programs

“...Establish a house of Torah study, prayer, and kindness... Like a lamp suddenly lit in the darkness, it will attract people... from places where no one even imagined anyone lives...”
 —The Lubavitcher Rebbe



PROJECTED BUDGET

| | |
|------------------------------------|----------|
| Planned expenditures | \$96,100 |
| Income from program fees | \$24,000 |
| Expenses over income | \$72,100 |

Fundraising Goal: \$72,100



PROJECTED EXPENSES BREAKDOWN

| | |
|----------------------------|----------|
| Rabbi's Salary | \$48,000 |
| Start Up Costs | \$13,000 |
| Youth Activities | \$2,500 |
| Adult Education | \$3,800 |
| Tourist | \$12,000 |
| Synagogue | \$12,000 |
| Social Services | \$2,400 |
| Office | \$2,400 |

Total Expenditures: \$96,100

Summary Chart for Fundraising Goal

Fundraising Goal \$72,100

| Number of Donors | Dollar Value | Total Value | Cumulative Value |
|------------------------|--------------|-------------|------------------|
| 1 Founder | \$10,000 | \$10,000 | \$10,000 |
| 1 Gold Pillar | \$7,500 | \$7,500 | \$17,500 |
| 2 Silver Pillar | \$5,000 | \$10,000 | \$27,500 |
| 4 Executive Associates | \$3,000 | \$12,000 | \$39,500 |
| 14 Gold Associates | \$1,000 | \$14,000 | \$53,500 |
| 5 Silver Associates | \$750 | \$3,750 | \$57,250 |
| 14 Sponsors | \$500 | \$7,000 | \$64,250 |
| 20 Taleisim | \$65 | \$1,300 | \$65,550 |
| 50 Siddurim | \$26 | \$1,300 | \$66,850 |
| 50 Chumashim | \$55 | \$2,750 | \$69,600 |
| 50 Machzorim | \$50 | \$2,500 | \$72,100 |

Rabbi Mordey Richler was born and raised in Long Beach, CA as one of eleven siblings. As a teenager and later as an adult, he found his calling as a Rabbinical student traveling across the United States, France, Canada, and Israel, spreading the wellsprings of Judaism near and far. Now, together with his wife Shaina and their beautiful daughter Rochel, they seek to permanently answer their true calling: To celebrate Judaism and the warmth of our great heritage together with the Lake Tahoe community, no matter ones previous background or affiliation.

Mordey was educated in Los Angeles, and then moved to France to attend an exclusive high school specializing in the comprehensive study of the Talmud and Hassidism. While studying in Jerusalem, Israel, Mordey received his Rabbinical ordination from Chief Rabbi of Kiryat Malachi, Rabbi Yehuda Yaroslavsky.

As a young rabbinical student, Mordey combined his leadership capabilities, friendly personality, and strong Jewish beliefs, to dedicate his life towards the dissemination of Judaism. He began to travel around the world visiting different Jewish communities and organizing Jewish outreach missions in Belarus, Ukraine, Germany, Nepal and Russia. He initiated and directed holiday services, kosher meals, home visits, and taught intellectual and stimulating adult and children classes. Mordey strived to create warm and everlasting experiences to instill sparks of Jewish life within the locales. His summers were spent directing overnight camps for children of various religious backgrounds. Mordey acquired a reputation among his peers and friends as a warm, caring individual with a clear, directed mission in life.

Shaina Richler grew up in Sydney, Australia. She was raised together with nine siblings to love and cherish Judaism, to live and teach its principles throughout. She attended a Jewish Day School in Sydney and upon graduation she pursued further studies at a Teacher's Seminary in Melbourne, continuing in Safed, Israel. After earning her diploma in Israel, Shaina assumed position of Youth Director at one of the largest Jewish Day Schools in Melbourne. Shaina was able to utilize her education, Torah values, and talents to mentor young students and foster their Jewish awareness and pride. She organized and directed Jewish themed activities, and taught Torah classes. Shaina's love and zeal for teaching Torah continued on as she taught in different schools in Los Angeles and New York. In addition to her passion for early education she directed overnight camps in Melbourne, California, and Florida.

Shaina's warm, friendly, positive personality is felt by all who come in contact with her. She enjoys hiking and healthy living, according to her mantra, 'healthy body, healthy soul'. Shaina's dining room table is laden with homemade, delicious food, and happy guests. She goes out of her way to lend a helpful hand to a needy friend or stranger. Mordey and Shaina maintain this aspect of a Jewish Home with joy, and accommodate all who seek a meal, some words of wisdom, or even just a chat.

Mordey and Shaina seek to create an everlasting impact, and bring Joyous Judaism, to everyone, with all their heart.



“AMERICA’S BEST LAKE”

The Lake Tahoe region will count their blessings as the Chabad reconnects with the Jews from around the lake, and everyone who ventures to this beautiful destination from all corners of the world. It is so exciting and comforting to await the arrival of the Chabad and for the anticipation of the family, spirit, unity and security it will bring to everyone’s lives. The pristine fresh waters of the lake, snow capped mountains, clean air and blue skies, along with the natural forests, rivers and streams abundant with wildlife are just a few gifts from G-d that surround us each day. Soon we will welcome the Chabad that will help us to remember all that we should be grateful for.

—Susan Abrams
Lake Tahoe resident

*Lake Tahoe –
Second home
owners increase
the population
from 55,000 to
300,000.*

Over
3,000,000
visitors
annually

“No. 1 Travel
Destination
in the U.S.”
—TripAdvisor

For more information
please call Rabbi Mordey Richler
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JewishTahoe.com

*Your tax deductible donation can be made out to
Chabad of Lake Tahoe
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Los Angeles, CA 90036*