

## DONATIONS / MACHAZIT & NEDIV LEV

Bet Ha'am's biggest financial issue is income. Most of the income is unsolicited (such as general and annual donations and *machazit hashekel* ("count me for membership") and *nediv lev* (generous gifts of the heart) contributions). The other income is mostly fees (such as for school), fundraising (like *A Storied Affair*), and the JCA contribution towards the religious school. Bet Ha'am does not receive enough revenue to cover current expenses, not to mention what we should be doing (such as appropriate benefits for the employees, timely maintenance on the building, funding for the rabbi's sabbatical, building an endowment—just to name a few). The largest category of income is *machazit hashekel* and *nediv lev*, accounting for 56% of all income, or 83% of all unsolicited income.

The spreadsheet below displays the number of member families by fiscal year, total *machazit hashekel* and *nediv lev* (called *dues* prior to last year) contributions, average contribution per family, the budget amount, and how many families actually contributed for each of the past 19 years. What I find most interesting is the number of families that pay nothing. I believe that there are three reasons for this: (1) there is no incentive for members to let us know when they leave, so this number includes people who no longer consider themselves to be members but have not let us know; (2) our barrier for membership is so low (no minimum, no questions) that we have members who otherwise would feel unwelcome or embarrassed to join—this is good; and (3) there are some people who have some ability to pay, but choose not to do so. We need to build our membership to remain healthy. The alternative would be reducing staff and programing.

### CONGREGATION BET HA'AM ANNUAL DUES / MACHAZIT & NEDIV LEV

Year Ending	Members	Total Contribution	Average	Budget	# Paid Anything
6/30/19	337	\$361,314	\$1,072.15	\$360,000	296
6/30/18	327	\$368,835	\$1,127.94	\$350,000	287
6/30/17	327	\$347,197	\$1,061.76	\$360,000	275
6/30/16	325	\$346,595	\$1,066.44	\$360,000	268
6/30/15	331	\$356,236	\$1,076.24	\$370,000	263
6/30/14	334	\$369,935	\$1,107.59	\$387,500	280
6/30/13	354	\$378,361	\$1,068.82	\$380,000	304
6/30/12	351	\$378,340	\$1,077.89	\$360,000	318
6/30/11	340	\$355,566	\$1,045.78	\$380,000	317
6/30/10	375	\$371,128	\$989.67	\$410,000	351
6/30/09	397	\$392,064	\$987.57	\$410,000	365
6/30/08	389	\$403,315	\$1,036.80	\$410,000	389
6/30/07	407	\$391,397	\$961.66	\$418,505	395
6/30/06	400	\$351,594	\$878.99	\$403,390	n/a
6/30/05	407	\$378,249	\$929.36	n/a	n/a
6/30/04	416	\$330,000	\$793.27	n/a	n/a
6/30/03	416	\$330,000	\$793.27	n/a	n/a
6/30/02	378	\$319,000	\$843.92	n/a	n/a
6/30/01	371	\$284,000	\$765.50	n/a	n/a

*(Note: # Paid Anything probably overstated for 2008 & 2007 as it was computed at a later date and many who didn't pay were probably removed from the membership records by then)*

The next spreadsheet shows the breakdown of *machazit hashekel* and *nediv lev* (combined) by amounts. Within this spreadsheet are some notes about what we really need to balance the budget; how many families joined or left; and how many families increased or reduced their contributions. In a traditional synagogue setting we would have a minimum dues level of about \$1,300 to fund the budget (including allocating additional funds to pay for the rabbi's sabbatical, deferred maintenance, programs, and appropriate benefits). This means that in a traditional synagogue, 225 families (67%) would in essence be getting dues relief. While it makes sense for those most able to afford it to pay more to enable those less fortunate to also enjoy Bet Ha'am, everyone needs to look at the whole picture and be fair about what they can afford. It would help even more if members would be ambassadors for Bet Ha'am and reach out to non-members and invite them to services and events. The Board, with the strategic

plan as a guide, is trying to enhance and make more relevant the Bet Ha'am experience, but they cannot increase membership on their own.

<b>2018/19 Machazit &amp; Nediv Lev - Final</b>				
<b>Level</b>	<b>Families</b>	<b>Total Amount</b>	<b>% of Families</b>	<b>% of Amount</b>
\$4,000+	12	\$62,590	3.57%	17.45%
\$3,000 - \$3,999	14	\$47,266	4.17%	13.18%
\$2,000 - \$2,999	26	\$60,254	7.74%	16.80%
\$1,300 - \$1,999	59	\$91,382	17.56%	25.48%
\$1,000 - \$1,299	27	\$29,242	8.04%	8.15%
\$750 - \$999	25	\$21,513	7.44%	6.00%
\$500 - \$749	43	\$24,273	12.80%	6.77%
\$250 - \$499	41	\$14,885	12.20%	4.15%
\$100 - \$249	36	\$6,685	10.71%	1.86%
> \$0 - \$99	12	\$569	3.57%	0.16%
\$0	41	\$0	12.20%	0.00%
	<b>336</b>	<b>\$358,658</b>	(Average = \$1,067 / family)	
<b>Different Breakdowns:</b>				
\$3,000 +	26	\$109,856	7.74%	30.63%
\$1,300 +	111	\$261,491	33.04%	72.91%
\$0 - \$1,300	225	\$97,167	66.96%	27.09%
\$0 - \$1,000	198	\$67,925	58.93%	18.94%
\$0 - \$500	130	\$22,139	38.69%	6.17%
<p><b>- We really needed an additional \$100 per paying member family to accomplish what we should is necessary (such as fund the sabbatical, deferred maintenance, additional programs and benefits).</b></p> <p><b>- 28 families left, they paid \$10,392 in dues the prior year (4 moved, 2 died, 2 just not using, 2 going elsewhere, 4 left years earlier and haven't contributed for years, 7 removed by office - no contact for years, 2 'just because', 1 'too busy', 1 not involved but will attend events, 3 no reason).</b></p> <p><b>- 27 new families plus 1 rejoined (includes 3 divorced families) - contributed \$17,211.</b></p> <p><b>- Of the 41 families that contributed \$0 this year, it includes 14 families that contributed \$6,324 last year.</b></p> <p><b>- New, departed, and families that paid nothing in 2018/19 are not included in the change calculations below.</b></p> <p><b>- 86 families reduced their contribution by a combined total of \$41,881 (36% decrease).</b></p> <p><b>- 80 families made no change.</b></p> <p><b>- 101 families increased their contribution by a combined total of \$35,959 (30% increase).</b></p>				
<b>(Totals above slightly less than total reported on other reports as it does not include some contributions made by those who left during the year)</b>				