



JewishEcoSeminars
סמינרים יהודים סביבתיים

November 2nd, 2010

Dear PT Investments review committee,

I am writing concerning what I am looking to gain from PT Investments.

First, I seek to gain insights into how to continue the process of developing my venture. This includes consulting on strategic decisions I am planning on making in the coming months, marketing advice, help with forming a board of advisors and a board of directors, and other consulting assistance.

Second, I seek to gain contacts of individuals or foundations who might be interested in financially supporting my venture. I recently returned from a month-long Jewish environmental teaching and fundraising trip in the United States. On the trip I spoke or taught on eleven occasions at Jewish institutions in the Bay Area, New York, and New Jersey, reaching almost 500 Jews with a Jewish environmental teaching.

During this time, I met or spoke with close to twenty individuals of means, and received pledges from a number of them. My goal for this fundraising trip was to raise \$100,000. I did not receive pledges for nearly that amount, in part because many funders wanted to see others committing first with large gifts before they made one themselves. At this point I am looking for help in securing one or two initial major commitments to my venture, even if they are in the form of a matching grants arrangement. I seek assistance in making this happen.

In sum, I would like to make use of the tremendous resources available at PT Investments for assistance in developing my venture. Initial seed funding would certainly be helpful, although perhaps more helpful would be strategic advice and funding contacts.

Thank you in advance for reviewing this application.

Sincerely,

Rabbi Yonatan Neril

Founder and director, Jewish Eco Seminars