


ASHREI! SECURING OUR NEXT 100 YEARS

A CAMPAIGN FOR OUR HOME,
FOR OUR FUTURE



Beth El
SYNAGOGUE



A VIBRANT HOME WHERE
JUDAISM IS LIVED:
COMMUNITY IS FAMILY,
LEARNING INSPIRES ACTION,
PRAYER TOUCHES THE HEART,
AND DEEDS REPAIR THE WORLD.

**WE SHALL GO FORWARD WITH
OUR YOUNG AND WITH OUR OLD.**

A MESSAGE FROM OUR CLERGY

HOME a word with a handful of definitions, but countless meanings.

Home is a sanctuary, a safe space, an anchor. Home is a place for family. Home is where you can be yourself, be accepted and be welcomed. Home is gathering in times of joy to celebrate. Home is comfort in times of sorrow and distress. Home is teaching a young person and raising a new generation. Home is a physical space that must be maintained. It is a community that cares for those in need. Home is our shared responsibility.

For 100 years, Beth El has been a warm and welcoming home for spiritual growth and transformation. Reflecting on our history, we think about a young girl who, when the shul was in its infancy, identified Beth El as her home because Beth El taught girls Jewish life when other synagogues would only teach boys. She's still involved in our community today. We think of couples who were married under a Beth El chuppah and now take pride in filling a full row with their family during Shabbat services. Individuals come to mind who arrived in town all alone and who came to call our Beth El community "family." We recall parents who brought their children to Aleph Preschool, who later brought them to Torah through b'nai mitzvah studies and watched them spread their wings in USY. Our legacy has been propelled by the growth and strength of our shared home.

Guided by our history, a renewed and meaningful investment is needed to keep our home vibrant for years to come. There are real costs that must be addressed in keeping up a home—projects to ensure our building is maintained. Our vision also offers plans to upgrade our space to accommodate our thriving community. Further, we will engage congregants who call Beth El home by strengthening and expanding programming opportunities.

With your help today, we will secure Beth El's future as we grow from strength to strength.

Please join us as we ensure that our Beth El continues to be home for generations.



Alexander Davis
Senior Rabbi



Ben Tisser
Audrey Abrams & Neil Newman
Cantorial Chair



Ashrei yoshvei veitekha

Happy are those who dwell in Your house



OUR NEEDS

Working collaboratively with our clergy, leadership, and our congregation, we have identified specific investments that will guide us into our next 100 years. These investments focus on proactive financial planning and address preexisting needs that were amplified by the COVID-19 pandemic.

Our last major effort to improve our building began in 2007. In the L'dor Vador Capital Campaign, our congregation established beautiful new spaces in the Learning Center and Aleph Preschool, addressed accessibility with an elevator and resolved building code issues. Now, 15 years later, our community deserves the pride that comes with ensuring the future for a new generation and more. Keeping Beth El vibrant now and forever means:

- **Immediately executing deferred maintenance projects and refreshing our spaces to further innovative programming**
- **Securing the continuity of our clergy through an endowed rabbinic chair**

OUR IMPACT

Investment is needed today for Beth El to continue to be a warm and welcoming home and a vibrant, spiritual community for tomorrow. By supporting capital efforts to improve our facility, supporting clergy and staff, and developing timely programming we will ensure the Jewish future as we grow from strength to strength. We will realize this vision through a \$10 million campaign to raise funds for immediate needs and safeguard our future through our Beth El Foundation's endowment funds.

"Beth El has been my family's home for years. We have benefitted from and been embraced by the warm community since my children's time in Aleph Preschool. And now, we have the privilege to extend that warmth into the future. This is the time to plan our impact for years to come. Our finances are in order and we have a strong foundation on which to build. Together we can celebrate this momentous occasion in our home's history and grow from strength to strength."



Sally Forbes Friedman
President, Beth El Board of Directors



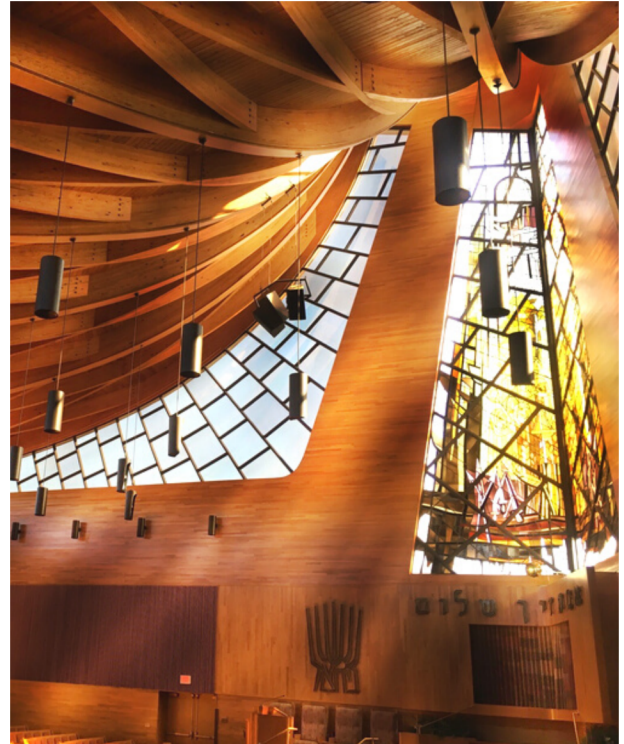
A SAFE AND COMFORTABLE HOME MAINTENANCE AND REMODELING

\$5,000,000

Our building and grounds are well loved and used. In order to maintain the integrity of Beth El, they require immediate investment to keep us safe and comfortable. Just as we invest in our personal homes for shelter, maintenance and comfort, we must also care for our spiritual home. By meeting the needs of deferred maintenance now, we can welcome all who come to worship and gather here for many years.

On the surface, our home still feels fresh from improvements 15 years ago. However, we need our 54-year-old building to serve us for decades to come. This is the beginning of the very intentional opportunity to take care of our home for the next 100 years.

Historically, we only invested when it was absolutely necessary. It is necessary now.



DEFERRED MAINTENANCE

The specific projects we undertake are rooted in the present needs of today. They make sure that our home remains comfortable for our community now, but they also reach into the future and preserve our home for the next generation. Some of the plans we must enact are highlighted here.

01

COMFORT FOR OUR COMMUNITY

- Ensuring comfortable temperatures for both worship spaces and the Aleph Preschool by replacing the boilers and cooling systems with energy-efficient solutions

02

SAFETY AND SECURITY

- Creating a modern, up-to-date kitchen to support event production and necessary food services
- Providing a safe worship space by fixing the roof that often leaks in the Spiegel Sanctuary
- Keeping our community safe and secure by updating fire detection systems and security infrastructure

03

WELCOMING ALL

- Increasing access to our home by repaving our parking lot
- Enhancing our ability to hear our worship and programs by improving our audiovisual systems with up-to-date accessibility devices
- Engaging our community virtually by upgrading our cameras and equipment

ENHANCING SPACES

In addition to the maintenance projects previously mentioned, we are compelled to take on key remodeling projects. We have an active congregation engaged in a multitude of programs as well as different and innovative forms of worship. Embracing and planning for even more engagement opportunities, we can further strengthen our community. The following are select projects we can take on through this campaign.

FITERMAN CHAPEL

- A renovation of our chapel is long overdue. Making the bimah accessible will allow all to participate in a way that honors their mobility.
- Removing the pews and updating the chapel with flexible seating allows for increased congregational use and will best facilitate different worship, lectures, lifecycle events and more in this space.

GRUMAN SOCIAL HALL AND RIBNICK KIDDUSH HALL

- Our engaged community wants to be together in our home; we can improve ways to welcome all by updating the social hall. With improvements, we can gather for celebrations and events in a space that is welcoming and inviting.

YOUTH SPACE

- Our youth desire and deserve a dedicated place. By updating spaces within our building, we can create a space that will be dedicated to our USY and our youth.







A CARING AND SACRED HOME SECURING A RABBINIC ENDOWMENT

\$5,000,000



Supporting and securing Beth El's clergy guarantees that the various meanings of "home" can truly be realized. Without a rabbi's vision, comfort, love, and leadership, our home is just bricks and mortar. The Beth El Foundation, established in 2014, has grown over the years to be a strong source of perpetual support. As an organization that has a balanced budget, increasing the endowment to distribute more dollars annually provides additional resources to aid other projects.



To ensure we have a strong cantor leading our congregation in worship, we recently added to our endowments with the creation of the Audrey Abrams & Neil Newman Cantorial Chair. This initiative is poised to yield a catalytic surge of funds each year. Now, we seek to do the same for our rabbi.



In tandem with Beth El's 100th anniversary, we're proud to celebrate 25 years of Rabbi Davis's exceptional and meaningful leadership of our community. Honoring his commitment to our home through this campaign means extending that leadership into the future.



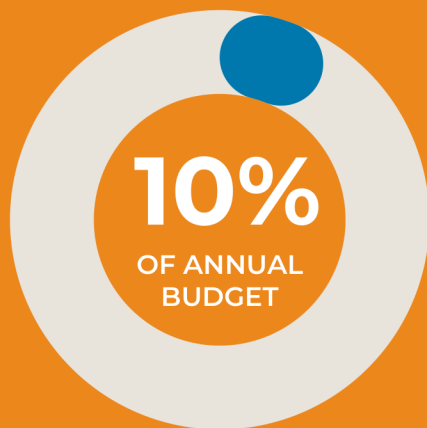
By establishing a rabbinic chair through a \$5 million investment, we will realize significant annual budget-relieving funds allowing for strategic investments in the shul and our community. Focusing on financial health now can shore up programming for our young and our old, support staffing needs, and more. This ongoing support will lay the foundation for Beth El to be self-sustaining into the future.

A MODEL OF FINANCIAL SUSTAINABILITY

Disbursements from our endowment support our annual operations each year. The goal for many synagogues in the nation is to have 20% of costs supported by these assets marking sound financial health. Through this campaign, we can exceed that goal.

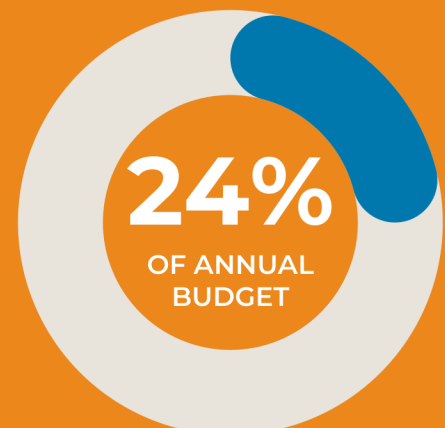
CURRENTLY...

At the end of Fiscal Year 2022, our endowment was \$10 million. Disbursements accounted for 10% of our annual budget. This means we were able to strategically invest over \$430,000 in our community.



IN THE FUTURE...

Increasing our endowment with a \$5 million investment means a transformational surge of funds. By 2028 disbursements could account for 24% of our annual operating budget.



We have inherited a vibrant community from past generations, and we have a duty and obligation to ensure a sound and meaningful legacy. Creating a rabbinic chair means strong leadership, and a strong legacy.

JOIN US

The future is ours to create. In 1920, a group of young people identified and established the structure and framework of the home we all enjoy today. We must now add on and maintain the home for future generations. Creating our future depends on our willingness to invest now, to shore up our community to face any changes and challenges that may develop and to approach this endeavor with the utmost of energy and rigor.

We are seeking commitments from you, our community, which can be paid immediately or over a five-year period. We also encourage gifts in the form of appreciated property and securities.

Pledges can be paid monthly, quarterly, semi-annually, or on an annual basis.

Please consider joining us as we embrace our home for generations to come and as we move forward with our young and our old.



Beth El

SYNAGOGUE

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