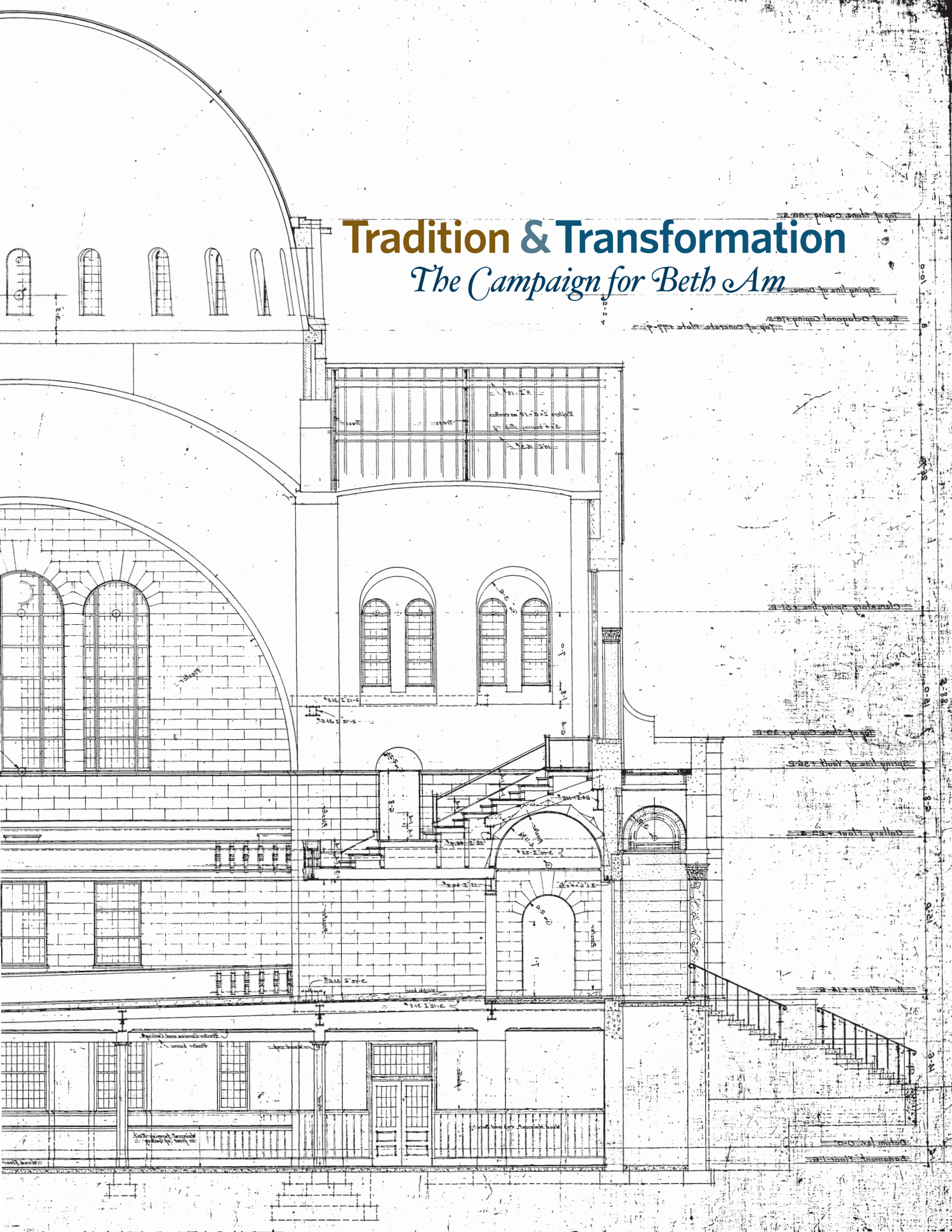


# Tradition & Transformation

## *The Campaign for Beth Am*



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## *The Campaign for Beth Am*

### **Campaign Cabinet**

#### *Co-Chairs*

Betsy Hess · George Hess · Sol Snyder

Emile Bendit	Risa Jampel	Liz Moser
Connie Caplan	Nancy Kohn-Rabin	Cindy Paradies
Bailey Fine	Barbara Kornblatt	Ashley Pressman
Ricky Fine	Hersch Langenthal	Lynn Sassin
Bob Hillman	Judy Langenthal	Aaron Zelinsky
Jim Jacobs	Monica Mix	

### **Campaign Executive Committee**

#### *Co-Chairs*

Lainy LeBow-Sachs · Cy Smith

Daniel Cotzin Burg <i>Rabbi</i>	Henry Feller Julie Gottlieb	Hillary Jacobs Scott Zeger
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### **Board of Trustees**

Julie Gottlieb <i>President</i>	Lisa Akchin <i>1st Vice President</i>	Lynn Sassin <i>2nd Vice President</i>
Alan Kopolow <i>Treasurer</i>	David Lunken <i>Secretary</i>	

Debbie Agus	David Demsky	Ashley Pressman
Carol Berkower	Matt Herman	Naomi Rosner
Dina Billian	Risa Jampel	Brenda Serpik
Ilene Cohen	Marjorie Manne	Bob Wittenstein

#### *Honorary Life Members*

Efrem Potts · Lainy LeBow-Sachs

### **Committee Chairs**

Roberta Greenstein Rachel Rosenheck <i>Continuing Education</i>	Desiree Robinson <i>Kiddush</i>	Arthur Shulman Jackie Donowitz <i>Social Action</i>
Alan Kopolow Joe Wolfson <i>Finance</i>	Patricia Fradkin-Berman Meg Hyman <i>Membership</i>	Dina Billian <i>Youth Education</i>
Sam Polakoff <i>House</i>	Joe Wolfson <i>Religious Services</i>	

### **Clergy and Staff**

Rabbi Daniel Cotzin Burg · Cantor Ira Greenstein  
Rabbi Kelley Gludt, Director of Congregational Learning  
Henry Feller, Executive Director



*Imagine* aesthetic and technical updates to Beth Am's magnificent sanctuary that honor its majestic architecture and the warmth of the congregation.

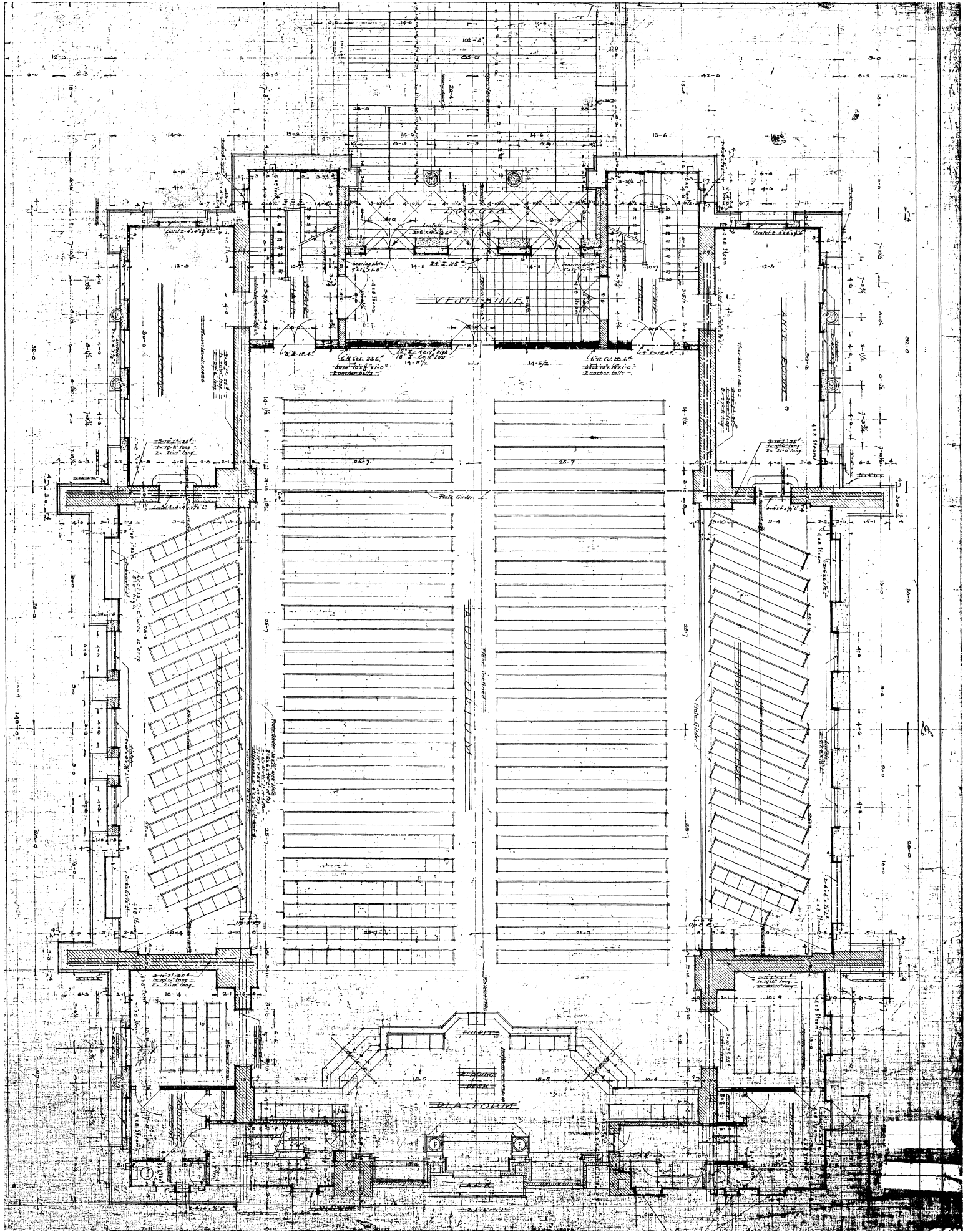
*Imagine* Beth Am with the financial security to engage the highest quality leadership, the confidence to thrive for decades to come, and the ability to fully actualize our Jewish values in Baltimore City.

*Imagine* Keshet Shabbat services that are held in intimate yet spacious surroundings; adults gathering to learn in comfortable, sunlit rooms, and Jewish Discovery Lab students and teens taking advantage of flexible spaces for a wide variety of educational activities and social events.

*Imagine* an attractively renovated social hall that is in demand for celebrations of life cycle events, speakers, and meetings of and with our Reservoir Hill neighbors.

*Imagine* your synagogue — where children celebrate bat or bar mitzvahs, where you enjoy homemade kugel after services, where you say yarzeit for loved ones, where you sit with friends on the High Holy Days — as a center of urban Jewish communal life for generations to come.

***Tradition & Transformation:***  
***The Campaign for Beth Am*** is critical to our synagogue's future. Your participation is essential to ensure that Beth Am remains a vital home for learning, prayer, and advancing social justice in Baltimore City.



Blueprint, Jos. Evans Sperry, Architect, Baltimore, MD, May 1921

**In 1922**, a synagogue designed by noted Baltimore architect Joseph Evans Sperry opened its doors as the home of Chizuk Amuno Congregation. Fifty-two years later, that building became home to a new congregation—Beth Am, “house of the people.” The two dozen founding families dedicated themselves to establishing a synagogue community in Baltimore City’s Reservoir Hill neighborhood. Under the leadership of Dr. Louis L. Kaplan, Beth Am became a congregation that was, and continues to be, independent in spirit, questioning, informal, child-friendly, and welcoming to Jews of varied practices.

**Our historic synagogue is nearing its 100th anniversary.** Now is the time to expand on our founders’ legacy to create an even more vibrant Jewish home for spiritual learning, prayer, and advancement of social justice in the heart of Baltimore City. For current and future generations, we must have a building that meets the demands and expectations of the 21st century.

After consulting with lay committees, hosting dozens of meetings attended by hundreds of congregants, and hearing the overwhelming expressions of support by our members, the Beth Am Board of Trustees approved the launch of a fund-raising effort to make this vision a reality.

***Tradition & Transformation: The Campaign for Beth Am*** will make possible major renovations to our historic shul and an 8,700 square-foot addition, with space for up to 200 for Shabbat services, lectures, and community meetings, and expanded offices and meeting rooms. It will provide significant endowment funds to hire, retain, and support inspiring clergy and professional leadership; to support exceptional programming; and to maintain our landmark building.



The hallmark of Beth Am is a love of learning, engagement, and vigorous discussion. There is a rich and evolving educational program for all ages.

Our offerings have outstripped the capacity of the building as it is currently configured. We need flexible space for our nationally recognized Jewish Discovery Lab, Beth Am's innovative, reimagined religious school; a teen lounge for the young people working as teachers' aides and community organizers; and comfortable spaces for adults to gather for seminars and classes, which also can be used by our Reservoir Hill neighbors for their meetings and activities.



***Tradition & Transformation: The Campaign for Beth Am*** will create the space we need for our increased programming and growing membership.

לימוד  
*Learning*

# תפילה Prayer



Beth Am members pray together at Saturday morning Keshar services, at summer Services in the Park, musical Klei Kodesh services, and Keshar L'Neshama (soul connection) services. Our younger members come together to pray in a myriad of ways, including Shabbat Lab, Shabbat Yachad, and Junior Congregation where they read from the Torah and study the parsha.

Space for prayer is a priority. The congregation has outgrown our chapel, and instead uses the Kaplan Social Hall to accommodate the approximately 150 members who regularly attend Keshar Shabbat. The Board, working with architects at Alexander Design Studio, have considered the many ways Beth Am members pray at High Holy Days, Sanctuary, and Keshar services, and smaller minyanim.



The result is dedicated space in the addition to accommodate up to 200 people in a Beit Midrash, with the flexibility to be used for lectures and neighborhood activities.



Beth Am's long-standing commitment to social justice and engagement with Reservoir Hill and Baltimore began with the congregation's decision to be an "in-town" synagogue. In his 2011 Yom Kippur sermon, Rabbi Burg challenged Beth Am to be "of," as well as "in" and "for" our neighborhood. He asked us to re-imagine what it means to live by Jewish principles in urban communities like Reservoir Hill.

One important, concrete response is to offer our building as a home for neighborhood activities. With renovated, more welcoming space, we will join with our neighbors to build a Reservoir Hill where diverse peoples share the same streets, playgrounds, coffee shops and parks.



A second concrete response is an initiative that marks a new level of commitment to the community. In, For, Of, Inc. is the synagogue's sister non-profit that enables Beth Am and community partners to apply for funding for Reservoir Hill projects. IFO's mission has attracted grants from the Abell Foundation, Baltimore Community Foundation, Fund for Change, Gendler Foundation, Bernard and Vivianne Manekin Foundation, Schwartz Family Foundation, and others, for a community organizer, free musical performances at Beth Am, and a joint rite-of-passage program for neighborhood and Beth Am preteens.

With an enlarged facility and IFO leadership made up of Beth Am members and Reservoir Hill residents, we can be a better, and more welcoming, neighbor.

# תיקון עולם

## *Social Justice*

# קהילה

## A Growing Membership



New members come from all age groups. They are single, married, LGBTQ, families, and seniors. They are Jews of color and Jews by choice. They come from Jewish and non-Jewish backgrounds, and are attracted by our clergy, our programs, and the values exemplified by the synagogue's active engagement with the neighborhood.

And at a time when synagogues across the country are experiencing smaller memberships, Beth Am's membership has grown over 21% since 2009.

To continue this growth, Beth Am must:

- Engage and nurture current members of all ages. More than ever before, we must know what each member seeks from his or her Beth Am affiliation and involve them in purposeful and enjoyable programs and activities.
- Attract individuals and families making a new home in Baltimore.
- Attract those who are not affiliated with a synagogue.

Getting to know the interests and Jewish priorities of our members and attracting their participation in programming enriches us communally and personally, helps us to retain new members, develops lay leaders, and increases our volunteer base. There are activities for affinity groups, including Bayitt, for young adults in their 20s and 30s; Beth Am Chix, for women in their 30s through 50s; and programming for young couples, which includes a recent insider tour of the Supreme Court. Notable programs include "Sages for the Ages," which brings prominent Baltimoreans to Beth Am to speak about current issues. Other recent special events include "Dim Sum and Kreplach," an exploration of the history of Asian Jews by Cantor Robyn Helsner; and "How Can Religious Difference Make a Difference," a discussion with the scholars from the Institute for Islamic, Christian, and Jewish Studies.

A revitalized building and expanded programming will invigorate current members, attract new members, and future generations of congregants will benefit.



Over the past five years, Beth Am's expenses have grown from approximately \$900,000 to \$1,400,000, straining the operating budget.

***Tradition & Transformation: The Campaign for Beth Am*** will add \$3,000,000 to our endowment which will yield significant investment income.

Gifts to the Campaign also make possible the renovation and expansion of our nearly 100-year-old landmark shul that will provide better space for worship, learning, and community activities, and will allow us to retain and attract talented clergy and administrators.

The Campaign is necessary for Beth Am to remain a vibrant congregation for coming generations.

***Is the Annual Fund still important?***

**The Annual Fund provides more than a third of the synagogue's annual operating budget.**

**Your gift to the Capital Campaign is a pledge to secure Beth Am's future. For this reason, you will be asked to make a commitment to the Annual Fund at the time of your Campaign solicitation. The Annual Fund is the lifeblood of Beth Am.**

# Tradition & Transformation

## *The Campaign for Beth Am*

### Our \$12,000,000 goal will fund:

\$3,000,000 to the endowment

#### New Construction

8,700 square foot, two-story addition

Purchase of adjacent townhouse to make expansion possible

(Completed)

Glassed entrance from Chauncey Avenue Courtyard

Administrative and Clergy Offices

Multi-use prayer and learning space that seats 200

New elevator

Nursery/Playroom

#### Sanctuary Level

Air conditioning

Reupholstered seats

Carpeting

Restrooms

#### Lower Level of Sperry Building

Multi-use space that seats 300, with dividers that will allow for flexible classroom space

Expanded Kosher kitchen and pantry

Updated restrooms

#### Full facility

Upgraded electrical, plumbing, HVAC, lighting, sound, and sprinkler systems

High-speed internet

Upgrade finishes, including paint

Roof replacement (Completed)

Boiler replacement (Completed)

### Support **Tradition & Transformation:** **The Campaign for Beth Am**

Make a gift of cash, stock, or life insurance.

Leave a bequest or other form of planned gift to Beth Am.

***And your gift can be more meaningful because of two matching opportunities:***

*A generous donor has pledged to match every new gift of \$100,000 or more, up to a total of five \$100,000 gifts.*

*A separate pledge offers Beth Am an additional \$125,000 once 240 members donate to the Campaign, and \$125,000 more once we reach 360 families.*

***Together, these pledges promise to add \$750,000 to the Campaign – but only after we each do our part.***

Fulfill Beth Am's vision for current and future generations.  
Make your gift to

***Tradition & Transformation: The Campaign for Beth Am***

