



from Strength to Strength

A Campaign to Secure Beth Am's Future

"I believe that a vibrant synagogue can transform the lives of individuals, support and nourish families, and bring more goodness into the world."

— Rabbi Janet R. Marder

Synagogues bring us together to connect deeply with one another and with our tradition, find guidance and purpose to face life's challenges, and inspire us to work for a better world. Judaism offers us this ancient teaching: "it is not good for human beings to be alone." In community we celebrate the joys of our life and grieve the loss of loved ones and friends. In community we find like-minded companions who join us in pursuing the highest Jewish values: to do justice, to love kindness, to walk humbly on a spiritual path.

Since 1955, Congregation Beth Am has sustained a dynamic Reform presence on the Peninsula. We have become known as a center of creative and progressive Judaism, offering beautiful music and soulful worship; inspiring sermons and teaching; a warm, inclusive and welcoming community; and a robust commitment to social justice. Everything we do here is focused on helping our members grow — as Jews and as human beings committed to bringing our best to others.

In a world dominated by digital interactions and a frenetic, stressful pace, Beth Am continues to offer deep personal and intergenerational connections and an oasis of peace grounded in strong traditions and values. In a world where violence, bigotry and amoral behavior are increasingly prevalent, we work every day to help adults cultivate their own capacity for goodness and nourish our children and teens to become their highest selves.

In an area where it's increasingly expensive to live, Beth Am's leadership remains committed to ensuring the long-term financial capacity of our congregation to thrive, innovate and meet our members' evolving needs — while making synagogue membership, Jewish education and participation accessible at all financial levels.

Our community's challenges — and solutions — going forward are threefold:

- 1. Lower the financial barriers to participation in the Jewish community by growing our endowment**
- 2. Ensure our capacity to attract and retain the best professional team by expanding our housing assistance fund**
- 3. Improve member experience by upgrading facilities and funding new initiatives to support the next generation**

More than 60 years ago Beth Am was founded by visionaries who predicted a thriving Reform Jewish community in the mid and south Peninsula. They purchased our beautiful property, and over the next two generations, we built up our campus and nurtured our congregation into the vibrant 1,650-household community we are today.

Now it's our turn to elevate our congregation to the next level, to remain relevant, thriving and constantly evolving to best enrich and engage members throughout their lives. We are a strong and healthy synagogue community — with a rich history of serving our members since 1955. There are challenges ahead — challenges we are prepared to face together. Building on our past — and looking forward to our future — **From Strength to Strength** is an ambitious campaign that will position Beth Am to boldly evolve into the community that we must be for the generations to come. We will go from strength to strength to an even better Beth Am.

