



from Strength to Strength

A Campaign to Secure Beth Am's Future

Lower financial barriers to participation in the Jewish community by growing our endowment

To sustain this special place of peace, community and personal enrichment for our members — both now and in the future — we must be on solid financial footing with a substantial endowment. We know that for many people, financial barriers prohibit full participation in Jewish community life. Many young families think they cannot afford to join a synagogue and educate their children. **It is Beth Am's deeply held value — and truly an imperative for our Jewish future — that financial barriers never prevent anyone from participating in our sacred community.** Our endowment must make it possible for the next generation of Jews to afford to educate their children and to be a part of Beth Am throughout their lives. Our endowment generates income to help us do that now, but **it must keep up with the growing need.**

A more robust **endowment** will enable us to remain a fair-share congregation, welcoming those at all financial levels. It will provide a continuous revenue stream that will allow us to withstand the inevitable ups and downs in the economy without catastrophic cuts to staff and programs. Our endowment also gives us the flexibility to engage our members in diverse, innovative and creative ways, to address the changing ways that young Jews want to participate in Jewish life.

We live in a time and place of abundant choice; it is our great challenge and sacred opportunity to provide more engaging gateways for connecting younger members to the joys of a Jewish life. Where once the continuation of the Jewish people was an assumed priority, in the lives of young families today, the array of Jewish and secular choices forces synagogue communities to evolve and innovate in order to remain relevant.

We plan to grow our endowment from \$4.5M+ to \$8.5M, which brings us into the range of best practices for nonprofit organizations. This additional income is needed to:

- Remain responsive to our members' needs through constant program assessment and innovation
- Sustain our financial footing during changing economic cycles
- Maintain our core value of affordability for ALL members

