



from Strength to Strength

A Campaign to Secure Beth Am's Future

Ensure our capacity to attract and retain the best senior staff by growing our professional team housing fund

Beth Am has a long history of hiring excellent clergy and staff. But rising housing costs in our area have begun to hinder our ability to attract and retain professionals for the long-term. While over the years we have successfully provided loans to assist senior staff in purchasing homes, the investment needed for them to purchase real estate now exceeds our capacity. **If we don't significantly increase our ability to support staff housing needs, we may lose current staff and miss out on top candidates for clergy and educator positions in the future.**

The direct positive impact that our senior staff have on the lives of our members of all ages cannot be overstated; our professionals are essential to the continued success of our community. However, we are already seeing the impact of the prohibitively expensive housing market: clergy and educators can go to other communities where they can easily afford to buy a home. In fact, many candidates choose to not interview with us due to local housing costs. If we want to attract people of the same high caliber as we currently enjoy and allow them to plant roots in our community, we must be able to offer the significant financial assistance they need to buy a home.

In order to remain on par with affordability in other parts of the country and ensure that finances are not a determining factor when candidates are interviewing, we need to significantly increase our housing assistance capacity. This support helps ensure that our staff enjoy a better quality of life and become long-term members of our community. If our congregation is to continue to place a high priority on key innovations and responsiveness to member needs, we must ensure that our clergy and staff team are secure. **More than anything, the stable continuity of leadership is a vital sign of a healthy congregation.**

