



Our Campaign

Congregation Beth Sholom has launched a campaign—**Campaign Aleinu**—both to assure that we have the resources for current programs and services and to secure our future.

We want Congregation Beth Sholom to continue as a vibrant synagogue—a central place in the lives of our members—a place for celebration and support, a place that combines innovative approaches to Judaism with our Conservative tradition, a place of learning for us and our children, a place that inspires us to repair the world.

Our campaign will provide us with the requisite resources to meet the diverse needs of our community—now and in the future.

Campaign Aleinu will enable us to strengthen our community in three areas: program and education, ritual, and facilities.

- **Programming and Education**
 - To provide substantial holiday programming so that all members of the community can connect to one another and with a broad range ritual Jewish practice.
 - To transform youth education and programming to connect with young people from preschool through b'nai mitzvah age to post-college, to inspire the next generation of Jews to build a better world.
 - To provide more diverse opportunities for cultural experiences, religious education, and community support for members in need.
 - To bring our community together through dinners, Kiddushes and community events.
 - To strengthen the connections among preschool, religious school and long term membership so that members of all ages feel connected to Congregation Beth Sholom and lifelong Jewish education.
- **Ritual**
 - To continue our commitment to the core elements of ritual Jewish practice
 - To provide hazzanut on holidays and throughout the year to enhance our spiritual experience.
 - To expand our capacity to provide Jewish services to the larger Jewish community through outreach to hospitals, shelters, and others in need.
- **Facilities**
 - To eliminate the debt owed on our building so that future generations have a secure base on which to continue to build community.



An integral part of **Campaign Aleinu** is the L'dor V'dor Circle which provides members and friends the opportunity to make a gift to Congregation Beth Sholom beyond their lifetime. By naming our synagogue in their IRA, retirement plan, or living trust, individuals can ensure the future of our beloved congregation for generations to come—**L'dor V'dor**—from this generation to the next.

Over the next 3 years our goal is to raise **\$3 million dollars** through Campaign Aleinu. We also hope to secure 60 legacy gifts through the Campaign Aleinu L'dor V'dor Circle, which we estimate will provide an additional \$3 million dollars. Combined, these funds will provide the solid financial footing to meet the diverse needs of our community—today and well into the future.

Where will the funds from Campaign Aleinu go?

Donations of cash to Campaign Aleinu will go into an unrestricted fund managed by our board of directors and executive staff. Contributions greater than \$10,000 may be designated for specific uses consistent with our gift acceptance policies.

All gifts to the L'Dor V'dor Circle will be directed to an endowment fund. The intent is to grow this endowment to \$6 million dollars, with the annual interest supporting synagogue operations. Your legacy gift will ensure that resources are available for many years to come.

Why is it important to give to Congregation Beth Sholom?

- Beth Sholom fills a unique role in our lives and in the community: providing Conservative Jewish practice in a contemporary, inclusive context.
- We address the needs of our diverse community by providing traditional along with new and different ways to learn, observe the holidays and Shabbat, and celebrate as a community.
- We are building a future for Conservative Judaism that will allow it, and Jewish identity, to thrive and flourish in a very different world than that of our parents, grandparents or great grandparents.
- Beth Sholom is uniquely positioned as a spiritual and tangible home to move our community through the next century—one that provides meaning through ritual practice, learning and social gathering, and will continue to support the many expressions of an evolving Conservative Judaism.



Mission

The purpose of Congregation Beth Sholom is to nurture the spiritual and personal growth of our members and the larger community using the principles of Judaism as a foundation. By doing so, we sustain the Jewish people, help people live more meaningful lives, and inspire them to make the world a better place.

Values

Balance of Tradition and Innovation (*Halacha v' Shinui*)

As a Conservative synagogue, we follow in the long line of innovators who treasure our Jewish tradition, yet we also celebrate the dynamic, ever-evolving nature of Judaism. Balancing the constancy of tradition with the evolving needs of modern life contributes to the vibrancy of our community.

Community (*Kehillah*)

Community is at the center of everything we do at Congregation Beth Sholom. We foster communal connections by being welcoming, inclusive and supportive. We believe in the transformative power of community and its ability to bring joy and inspiration. We are accepting of a wide range of belief and Jewish practice and want to share the warmth of traditional Jewish values with our community.

Egalitarianism and Equality (*Shivyon*)

We strive to be welcoming and accessible to all members of our community. We value active and full participation regardless of gender, race, sexual orientation, or age.

Teaching and Learning (*Torah*)

We are dedicated to teaching and learning and are committed to making the richness of Torah relevant to our modern lives. Our leaders engage deeply with the Torah. We help our members interact with Torah traditionally as well as to seek new perspectives. We provide teaching for every age group.



Historical Highlights

Congregation Beth Sholom is one of the oldest conservative synagogues in the bay area and has a long and illustrious history. The timeline below provides select highlights of Congregation Beth Sholom's history.

- 1904 – Congregation Beth Sholom founded to meet the needs of waves of eastern European Jewish immigrants coming to the Bay Area
- 1935 – Congregation Beth Sholom acquires its first sanctuary at 14th Avenue
- 1935 – Rabbi Saul White, Beth Sholom's first rabbi is hired
 - First conservative synagogue in the Bay Area to implement gender mixed seating
 - First to allow women to participate in aliyot
 - One of the first Bay Area clergy to come out strongly opposed to the Vietnam War
 - Served for 48 years
- 1991 – Rabbi Alan Lew
 - Established, with Zoketsu Norman Fisher, Makor'Or Jewish Mediation Center
 - Active in civil disobedience to protest the death penalty
 - Advocate for the homeless
 - Supporter of LGBT community's role in the synagogue
 - Rabbi Emeritus until his untimely passing in 2009
- 2007 – Rabbi Micah Hyman
 - Strengthening and integrating the constituents of our community through increased education, programming and events
 - Building a foundation of Jewish leadership and youth for the next century
 - Leading the congregation to envision a future for Conservative Judaism that will allow it, and Jewish identity, to thrive and flourish in a very different world than that of our parents, grandparents or great grandparents.