

BETH EL – JEWISH LIFE LIVED TOGETHER.  
BETH EL – OUR HOME TO LEARN, PRAY, AND GROW IN JEWISH LIFE.

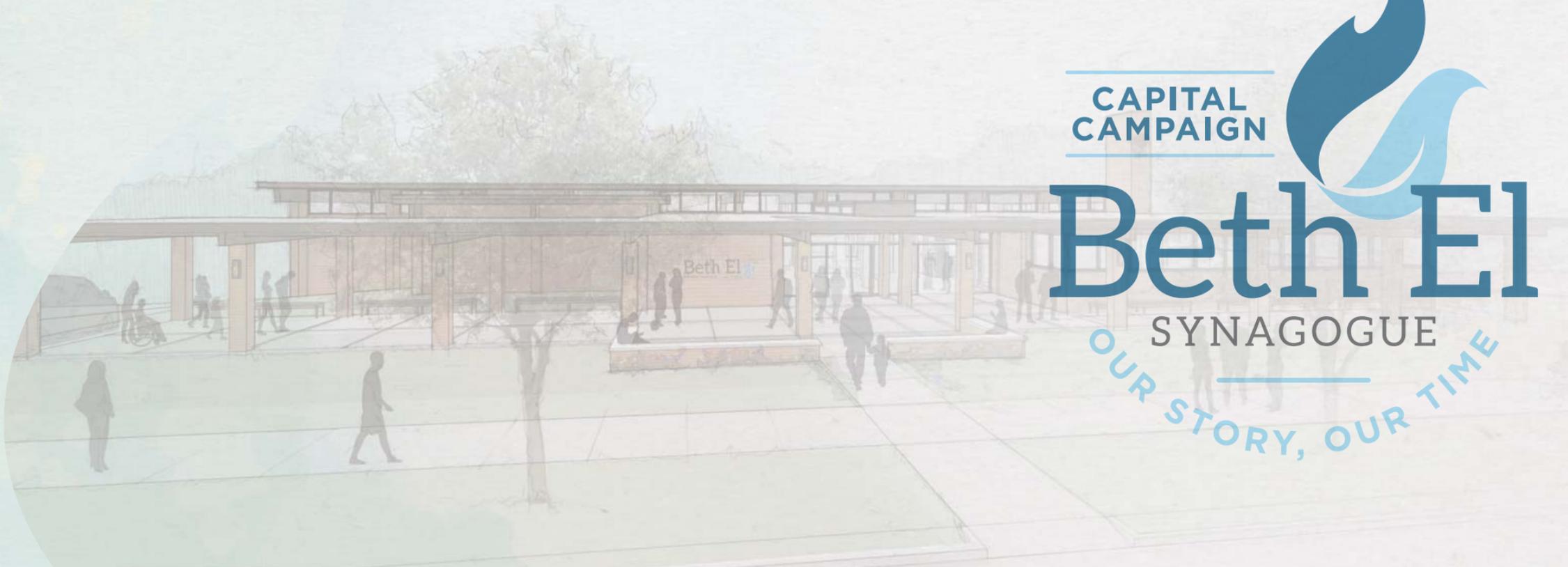
CAPITAL  
CAMPAIGN



Beth El

SYNAGOGUE

OUR STORY, OUR TIME



**We are the beneficiaries of the dreams, effort, and investment of those who came before us.**

When the families of the Durham Hebrew Congregation gathered in 1887 to pray in a rented hall on Main Street, they sought to build a cohesive spiritual center for southern Jewish life in Durham. How proud they would be 130 years later. Their humble efforts have grown into a thriving community filling a graceful mid-century synagogue, a local landmark enlivened by the rhythm of daily prayer, the voices of children learning and adults engaged in discussions about Judaism and the world.

# OUR STORY



**It is thanks to them that Beth El is such an extraordinary community.**

For 60 years our modest synagogue at the corner of Watts and Markham has housed the worship of generations within its comfortable walls. Our congregation continues to grow and prosper through regular tefilah (prayer), lifelong learning, tzedakah in the local community and programs that deepen our bonds as Jews in the South.

**We've outgrown our walls (that's a good thing!) – now it's our turn to take the next step, to honor our past and prepare for the future.**



## OUR VISION

Exploration of our community's goals, needs and capacity, ongoing since 2013, led to the realization that it was time for a major transformation of our communal home.

Discussions about creating an updated, comfortable and welcoming synagogue were turned into action through a thoughtful and extensive strategic planning process.

The process included the confirmation of our collective vision of what Beth El Synagogue aspires to be:

- **Welcoming and inclusive**
- **Providing a strong Jewish foundation for adults and children alike**
- **Fiscally responsible and sustainable**

## NURTURING VIBRANCY & UNITY AS WE CONTINUE TO GROW

To help bring this vision to reality, the Board of Trustees worked with the Building and Grounds Committee and the greater Beth El community to envision a renewed synagogue that would reflect the vibrancy and unity that our growing congregation seeks to promote.

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**It is time to embrace the values that nurtured us, while looking forward and enhancing our synagogue to clearly express who we are and what we aspire to be.**

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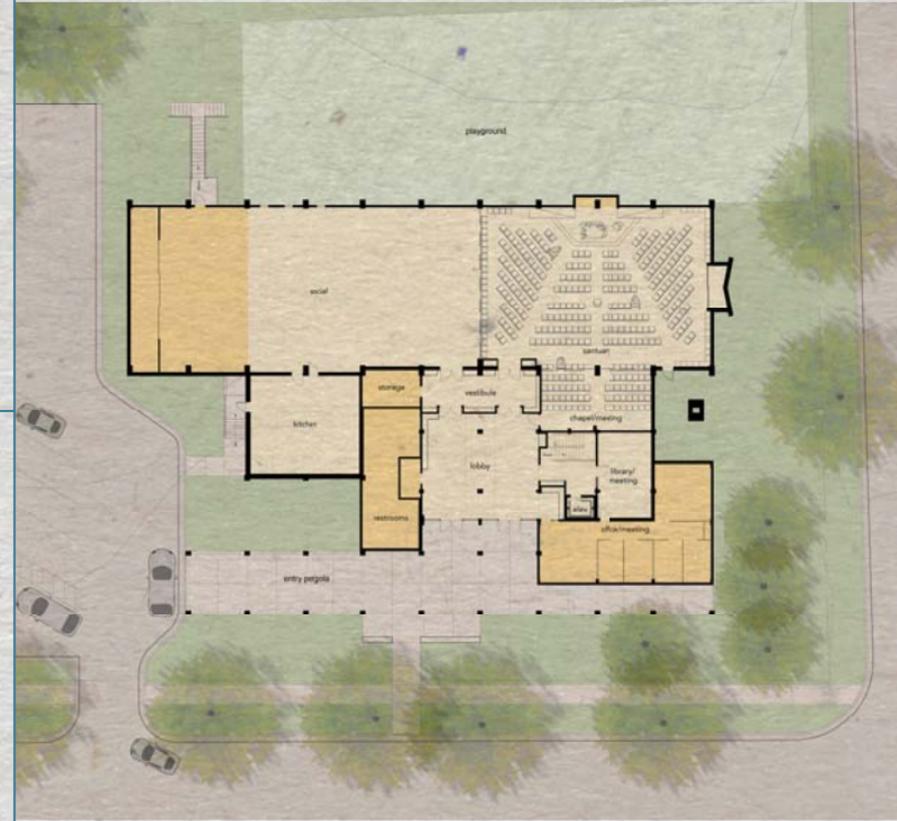
High Holiday Food Drive

While religious congregations evolve with a dynamic synergy, buildings are less agile. Over time a little paint falls, another chair is snugged into a crowded room, the roof leaks, worn carpet needs replacing, and air conditioning struggles on hot days. Just as earlier congregations built and repaired over time, it is now our turn to invest in the important renewal of our spiritual home.

A redesign will protect the physical integrity of our synagogue building, and, as importantly, nurture our congregation as we seek to become more of what we want to be. It is about creating a place that remains comfortable, hamish and familiar. It is also about expressing the evolving spiritual and social values of our unique community by designing bright spaces that are physically accessible, that welcome all families and that reflect the beauty of Jewish ritual and tradition.

# OUR TIME

Our transformation plan, designed by Weinstein Friedlein Architects, retains nearly the same footprint of our existing building, while creating needed facility updates, landscaping, and 4,800 square feet of new space that will be flexible, inclusive, accessible and welcoming.



## SANCTUARY

The sanctuary is the communal and spiritual heart of the synagogue. Beth El's sanctuary no longer accommodates our full congregation, and during High Holidays some must be turned away due to a lack of seating. Our sanctuary is dim, its acoustics are challenging, and it does not support those with hearing and mobility issues.

The renovated sanctuary will:

- **Face east towards Jerusalem**
- **Expand to better accommodate the 375 families we currently serve, along with the additional families we'll serve in the future.**
- **Feature moveable walls along the social hall that welcome more to worship during High Holidays**
- **Include a vestibule to store ritual objects such as tallitot, siddurim and kippot, and to reduce noise from the lobby to the sanctuary**
- **Provide a bimah that is accessible to the physically challenged and moveable to be more central during High Holidays**
- **Improve acoustics and offer new technology to aid those with hearing needs**
- **Provide a serene view of nature through new windows**

A new, adjacent chapel will offer an intimate setting for smaller congregational worship and celebrations. The reoriented sanctuary will be immediately visible upon entering the building's welcoming new lobby.



## KEHILLAH

Our Orthodox Kehillah sanctuary will be refreshed and renewed, better to serve the religious and educational needs of our orthodox members as it has for over 38 years.

Changes include:

- **Expansion into the Hudi Gross Library**
- **A larger updated kitchen that will be used by the Kehillah, as well as by the preschool and for other events.**
- **A new multi-purpose room next to the Kehillah's sanctuary, which will allow the Shabbat Kiddush to move from the downstairs hallway to this larger and more comfortable space**

## ADMINISTRATION

The administrative area will be expanded to provide:

- **Flexible new meeting space in addition to the library**
- **Offices for our Rabbi and Rabbi Emeritus, the Executive Director, Education and Youth Director and Director of Teen Engagement**
- **Enhanced communication and access to equipment to help all the synagogue offices function more effectively**

## CLASSROOMS & PROGRAMS

The Freedman Center has served admirably for decades as a location for Beth El's educational and social activities. However, the building has aged and become impractical for many of its original uses. The redesign of the synagogue will bring all programming, including the preschool and Talmud Torah, together under one roof in the main building. New and brighter classrooms will host childcare during services, preschoolers on weekday mornings, K-6 students during Talmud Torah and adult programs throughout the week. Imagine how wonderful it will be to host Talmud Torah at the same time as the knitting chavurah and teen activities in the new teen lounge.

**Where people of all ages meet, we will experience the life and Jewish soul of the synagogue.**





## SOCIAL HALL, LOBBY & COMMON AREAS

Providing hospitable, attractive and festive space for celebrations and events is important to the social vitality of our congregation. Our redesign will transform Beth El's loud and limited social hall into an attractive, appealing and popular destination that can host a full range of special occasions.

Features include:

- **Expanded space and moveable walls adjacent to the sanctuary to accommodate more attendees in each area as may be needed for special functions and High Holidays**
- **A brighter, attractive and quieter environment for events**
- **An upgraded kosher kitchen with better equipment and more efficient layout to support both social occasions and Beth El's mission of social outreach through meals and food drives**



## A WELCOMING ENTRANCE

Our plans include a larger new lobby with café tables and internet access that will encourage adults to drop by for coffee, conversation and informal gatherings. Wheelchair-accessible restrooms will be available on both levels.

Outdoors, the redesign will include a serene entry for the new lobby and café and a new pergola to provide shelter from weather. Entry doors will be replaced and repositioned and an upgraded security system installed. To enhance pedestrian safety, the main entrance to the parking lot will be relocated and safe walking paths will be integrated into the parking areas.

To fund this exciting and essential redesign, ensure and enhance the safety and beauty of our building and grounds, and honor our commitment to fiscal responsibility, we must raise at least \$4.1 million.

The Beth El Capital Campaign is our opportunity to embrace the privilege and obligation we have to renew our spiritual home for today and tomorrow. With our commitment, Beth El will continue to enhance its role as a strong and resilient home for religious continuity and renewal.

# OUR INVESTMENT FOR THE FUTURE

We invite you to join us in creating the next chapter of Beth El's story.  
Thank you.

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Campaign Chairs

**Nathan Bearman**

**Gary Zarkin**

Honorary Campaign Chairs

**Joel Fleishman**

**Gladys Siegel**

**Ilana Saraf**

**James Tulskey**



## MY COMMITMENT

NAME *(please print)* \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

**Total commitment** *(gift or pledge)* to the ***Our Story, Our Time*** Campaign: \$ \_\_\_\_\_ .

Enclosed is \$ \_\_\_\_\_ for this Campaign.

My remaining commitment will be paid in \_\_\_\_\_ year(s) [up to five years],  
with payments beginning \_\_\_\_\_ and continuing  
on or before \_\_\_\_\_ (ex. December 31) of each year.

I/we understand that Campaign support qualifies me/us for appropriate **donor recognition** based on the level of commitment, including making these gifts in honor or memory of others. **Please credit my gift in the following name(s)** and list accordingly: \_\_\_\_\_ .

Check here if you wish for your commitment(s) to be anonymous.

Check here if you are interested in talking with someone at Beth El about your estate plans.

**I am also ready to support the 2016/2017 Annual Fund** (unrestricted funding for operations and programs).

My 2015/2016 gift was \$ \_\_\_\_\_ .

My 2016/2017 pledge/gift (enclosed) is \$ \_\_\_\_\_ .

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

*Contributions are tax deductible as provided by law.*

Gifts and pledge payments may be made by check directed to:  
Beth El Synagogue · 1004 Watts Street · Durham, NC 27701

*(Please note on your check whether you are contributing to the "Capital Campaign" and/or "Annual Fund.")*

For gifts made via credit card, stocks, securities, real estate, retirement funds, or other property and any other questions, please contact:  
Casey Baker, Executive Director · 919-682-1238 or casey@betheldurham.org

## THANK YOU FOR YOUR SUPPORT!



## The Ralph & Renee Snyderman Challenge

The Snydermans have already generously committed \$500,000 to the *Our Story, Our Time* Campaign to renovate our shul.

To encourage others to stretch and support this campaign, they have now issued a **\$250,000 Challenge to the Beth El community.**

### Here's how the Challenge works:

- **New gifts or pledges of \$10,000 or more will be matched 1:2.**  
A \$10,000 gift will be matched with \$5,000; \$50,000 will be matched with \$25,000; etc.
- **Additional support by existing donors will also be matched 1:2.**  
We ask donors to consider an increase in their campaign gift of 18% or more, to help us achieve our challenge match goal.
- **To be eligible for the match, gifts and pledges must be made between May 1, 2017 and July 31, 2017.**

Through this Challenge, Beth El can secure at least another \$750,000 for this much-needed renovation project!

For more information, contact Casey Baker at 919-682-1238 or [casey@betheldurham.org](mailto:casey@betheldurham.org).



## Campaign Gift Recognition Levels for Donor Display

RECOGNITION CATEGORY	SYMBOLISM OF RECOGNITION CATEGORY	GIFT LEVEL
 <p>Lulav &amp; Etrog</p>	<p>The Four Species or Arba Minim are four plants mentioned in the Torah and comprise the Lulav (a bundle of tree branches from a date palm, willow, and myrtle) and Etrog (a citron). The waving of the four plants is a mitzvah alluding to a Jew's service of God and represents our unity as a nation, despite our external differences.</p>	<p><b>\$500,000 or more</b></p>
 <p>Olive</p>	<p>One of the Seven Species from the Land of Israel, olives and olive oil were used not only for food and for cooking, but also for lighting, sacrificial offerings, ointment, and anointment for priestly or royal office.</p>	<p><b>\$250,000-\$499,999</b></p>
 <p>Date</p>	<p>One of the Seven Species from the Land of Israel, dates were eaten fresh or dried and were often boiled into syrup called "date honey" for use as a sweetener. The Biblical reference of "a land flowing with milk and honey" referred to date honey.</p>	<p><b>\$100,000-\$249,999</b></p>
 <p>Fig</p>	<p>One of the Seven Species from the Land of Israel, figs were cultivated throughout the land of Israel and fresh or dried figs were part of the daily diet. In Micah 4:4, prophets describe a time of peace and security as when "everyone will sit beneath their own vine and fig tree and none shall be afraid."</p>	<p><b>\$50,000-\$99,999</b></p>
 <p>Pomegranate</p>	<p>One of the Seven Species from the Land of Israel, pomegranates were usually eaten fresh, but occasionally were used to make juice or wine, or sun-dried for use when the fresh fruit was out of season. They were also symbolically important as adornments on the hem of the robe of the high priest and the Temple pillars and embossed on coinage.</p>	<p><b>\$36,000-\$49,999</b></p>
 <p>Grape</p>	<p>One of the Seven Species from the Land of Israel, grapes were mainly used in the production of wine, but also eaten fresh and dried. Isaiah 27:2 compares Israel to a grape vine that "I, God, watch over; I water it every moment, that no harm shall befall it."</p>	<p><b>\$18,000-\$35,999</b></p>
 <p>Wheat</p>	<p>One of the Seven Species from the Land of Israel, the ancient Israelites cultivated wheat as an important element in their cuisine and celebrated the wheat harvest as part of the festival of Sukkot.</p>	<p><b>\$10,000-\$17,999</b></p>
 <p>Barley</p>	<p>One of the Seven Species from the Land of Israel, the ancient Israelites cultivated barley as an important element in their cuisine and celebrated the barley harvest as part of the festival of Shavuot.</p>	<p><b>\$5,000-\$9,999</b></p>
 <p>Apples &amp; Honey</p>	<p>During Rosh Hashana, it is traditional to eat apples dipped in honey, asking that God renew for us a good and sweet year.</p>	<p><b>\$1-\$4,999</b></p>



## Campaign Naming Opportunities

These naming opportunities are being offered to encourage and recognize extraordinary generosity to the *Our Story, Our Time* campaign. Priority for reserving naming opportunities will be based first on a donor's campaign gift/pledge level and second on the earliest date of campaign commitment. Campaign leaders are committed to acknowledging donors to this campaign through appropriate signage in the newly renovated shul, while also exploring recognition display options that will honor the generosity of donors to previous Beth El fundraising initiatives.

<b>Limited Naming Opportunities</b> (Only one donor/family can name each space)	<b>Availability</b>	<b>Minimum Gift</b>
Synagogue Building	Reserved	\$750,000
Talmud Torah	Available	\$500,000
Social Hall	Available	\$500,000
Lobby	Available	\$500,000
Orthodox Kehillah	Available	\$300,000
Administrative Wing	Available	\$250,000
Chapel	Reserved	\$250,000
Multi-purpose room	Available	\$200,000
Main Kitchen	Available	\$200,000
Rabbi's Office	Reserved	\$200,000
Rabbi Emeritus' Office	Reserved	\$200,000
Vestibule	Reserved	\$100,000
Library	Reserved	\$100,000
Executive Director's Office	Reserved	\$100,000
Education & Youth Director's Office	Reserved	\$100,000
Reception Area	Reserved	\$100,000
Elevator	Reserved	\$100,000
Lower Level Kitchen	Available	\$100,000
Teen Lounge	Reserved	\$100,000
Lower Level Classrooms (8 rooms)	7 of 8 Available	\$100,000 each

<b>Multi-Donor Naming Opportunities</b> Any donor contributing at least the minimum gift levels indicated can be recognized on a single plaque for each of the five naming opportunities below. This recognition can be the donor's name or in memory/honor of someone else. Please indicate your naming preference on your Commitment Form.	<b>Minimum Gift Per Donor or Family</b>
Refurbished Memorial Wall (Main Sanctuary)	\$100,000
Mezuzah Collection*	\$50,000
Netilat Yadayim Table* (Hand washing table in Social Hall)	\$36,000
L'Chaim Cabinet* (Social Hall)	\$36,000
New Sanctuary Seating	\$18,000

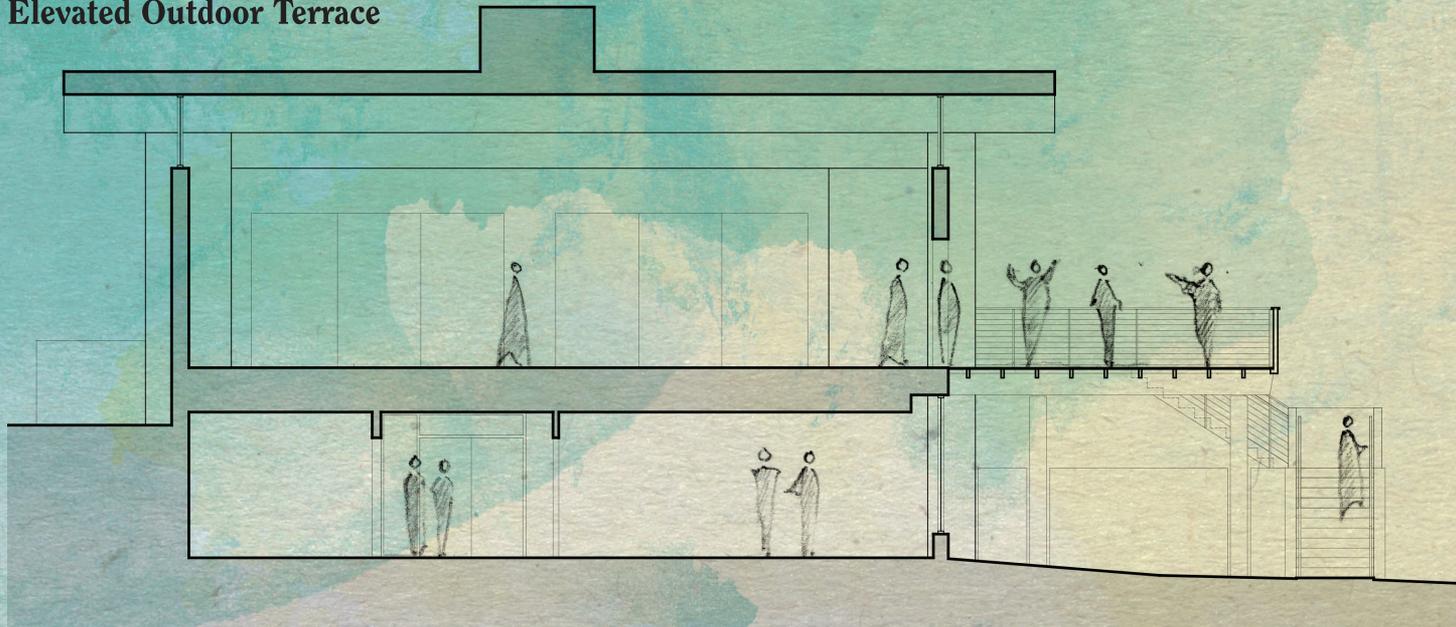
Steve Herman will be crafting the items marked with an asterisk (\*) using wood reclaimed from our existing pews. The Beth El Board of Trustees reserves the right to remove and reassign a naming opportunity should a donor be delinquent in paying a pledge payment by more than six months.



Early and significant support of the campaign has encouraged us to explore enhancing our original renovation plan with important elements recommended by Beth El members over several years of strategic planning.

In February 2017, based on campaign progress and remaining projected support, the Beth El Board approved an updated campaign goal of \$5.5 million that would strive to incorporate the following enhancements to our original renovation plans and make our shul even more welcoming, accessible, safe, and secure:

**Elevated Outdoor Terrace**



**Prayer Garden**



**Playground Upgrades**



**Other Enhancements**

- Expanded Multipurpose Room (Lower Level)
- Hearing Aid Loop System
- Upgraded Ark & Memorial Wall
- Elevator
- Audio/Visual and Wireless System Upgrades
- Fire Sprinkler System
- Security System Upgrades

***These enhancements are only possible with your generous support!***