



You Belong Here Campaign

Summer 2022



Thank You

Thank you for being a vital member of the Bet Shalom community. We appreciate your significant contributions and for letting us present to you a dynamic and holistic plan of action that will ensure Bet Shalom's existence and vibrancy for years to come. It is your commitment and leadership that has helped us get to where we are today and will help steer us to a successful future.



Who We Are

Bet Shalom was founded as a Reform synagogue in the spring of 1981 when a small group of families organized together with a mission to create an intimate, warm, and welcoming congregation to all people. Bet Shalom is integral to our lives. It's where we celebrate, mourn, learn, pray, and socialize—inside and outside of the building. We're a thriving community with nearly 750 member households, totaling more than 3,000 people.

Our Synagogue is a sacred community - a *kehilah kedosha*. Like the Israelites in our Torah, and the *ger b'toshav* – those that joined them along the way – we bring our individual uniqueness and diversity to enhance the whole. We are united through Bet Shalom in creating and sustaining a vibrant and caring Jewish community that supports our mission to provide a sacred community for applying study to our lives, enriching our souls, and repairing the world around us.

We achieve our mission by offering educational programs for children, youth, and adults, Shabbat and Holiday services and celebrations, and many engagement activities including opportunities for social action, volunteering, supporting community members during times of need, and joining other Bet Shalomians in small interest groups designed to help people connect with others in the community.

It is our vision that people of Bet Shalom are empowered by Jewish values, motivated to lead active Jewish lives, and are enabled to contribute to a better world. Every congregant has access to the benefits of what Bet Shalom has to offer and, as a result, will thrive as a member of our community.



Building Towards a Sustainable Future

You Belong Here is a comprehensive, ambitious capital campaign to address major areas of the operations and capital improvements that are essential as we position ourselves for the future. We are grateful to those that have already contributed, allowing us to revitalize the Bet Shalom Yeladim playground, for example, ensuring the safety of our most precious community members. We are confident that there will be a similar strong return on your support and investment in so many ways.

With a growing congregation and the need to address the very real demands of a physical home – our home – we are at a critical moment in our history. The last time Bet Shalom conducted a major fundraising campaign was more than 20 years ago, when we raised money to build our wonderful building in Minnetonka. It was a well-organized and successful effort to make a permanent home for our congregation. Since that time, several hundred new member households have joined Bet Shalom, expanding the need for the administration of our mission, including a full-time Cantor, an experienced Executive Director, and an expanded early childhood center.

At the same time, we have an aging facility that requires investment to sustain the quality of our programs and impact on the entire community. The roof, HVAC (heating and cooling system), and parking lot are expensive components of our physical plant, and they're all approaching the need for replacement. Further, a capital reserve fund must be established, enabling us to address building needs as they arise in the future.



The areas of focus are deliberate and strategic.

Sustainable Vitality \$2.7 Million

These are the areas that allow us to exist and to function, and most importantly, provide the support and engagement that make us Bet Shalom.

- *Mortgage Debt Retirement*: decreases our annual operating expenses by over \$100,000.
- *Solar Panel Project*: reduces our carbon footprint while decreasing annual electrical costs by \$80,000.
- *Development Director*: expands member donations through active cultivation and stewardship, while attracting grants from foundations and state and federal sources.
- *Member Engagement Director*: Actively recruits new members to the congregation, thereby growing the areas in which members make donations to the congregation.
- *Salesforce Project Completion*: Maintains the data that drives decision making to support membership and development.
- *2022 High Holiday Appeal*: Addresses the current year operating budget in a holistic way, eliminating the need for an additional fundraising request this year.

Bayit Shelanu (Our House) \$1.2 Million

Bet Shalom is our house – just like your house – with repairs that any 20-year-old building would need.

- *Roof Replacement*. Our roof is 22 years old and leaking in various places. The replacement cost is \$225,000.
- *HVAC Upgrades/Replacements*. The HVAC system has surpassed its projected life span and is running inefficiently. The upgrades/replacements cost is \$300,000.
- *Parking Lot Repaving*. Our parking lot is also 22 years old and is starting to crumble. The replacement cost is \$190,000.
- *Furniture, Fixtures, Building Upgrades*. We have furniture and fixtures in disrepair that needs replacement, along with upgrades to the building that will help ensure its longevity. Those estimated costs are \$150,000.
- *Capital Reserve Fund*: ensure that we are positioned and ready for “the next big unknown”, we will create and maintain a \$250,000 capital reserve that can be drawn upon in the event of a major need in the building and on the grounds.



You Belong Here

Now is the time for our congregation to invest in the future of Bet Shalom, to ensure that we will always be able to execute our mission. We recognize the critical importance of your annual financial support and know that additional over-and-above investment now is necessary to achieve our goals.

Our hope is that every member of the congregation will participate. Every dollar helps, and all contributors will be recognized in the way that makes them most comfortable. We ask everyone to consider a meaningful gift that reflects their commitment to our congregation. Regardless of the size of your contribution, you can choose to target your investment into one or more of the areas of the campaign.

This is the overview of our vision that celebrates our history, and our future, as a sacred Jewish community here in Minnesota. With a dedicated and capable group of people, we will plan a course that will ensure that Bet Shalom will thrive for decades to come. We act today with a sense of determination about our future. Because our future... is now. And now, as always, **You Belong Here.**





Bet Shalom Congregation You Belong Here Campaign Cabinet

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