



Silver Anniversary Campaign

June 2006

L'DOR V'DOR - from generation to generation.

For millennia, we as Jews have passed on to our children our beliefs and our commitment to faith, family, and social action. From you to them, from us as members of the Beth El community to those who will follow in our footsteps – *l'dor v'dor* helps us define ourselves as individuals and congregants as we continue to value the past, live in the present, and look forward to the future.

At Beth El we can continue that tradition and meet the needs of future generations by acting responsibly today. The fact is, our building is no longer able to fully support the community that has flourished within its walls. Despite the comforts of our familiar surroundings, Beth El's physical structure is holding us back. The building's critical need for renovation, modernization, and upkeep limits our ability to provide an environment that supports our Jewish life.

After great reflection, study, and planning, the Board has initiated a \$500,000 capital campaign to ensure Beth El's future. The reality of the situation is:

- Our basement leaks during periods of heavy rain and resulting mold and water damage threatens the future use of the classrooms and kitchen.
- Carpets, doors, and windows are worn out and need replacement.
- The sanctuary is inflexible in its ability to satisfactorily accommodate and complement the wide variation in attendance at observances, worship, and lifecycle events.
- Our social space is essentially limited to the foyer, which is too small to hold many of our celebrations and events.
- We have inadequate kitchen and restroom facilities.
- Mortgage payments divert hard-earned funds away from important programming and services that our congregation could offer to enrich the quality of Jewish life in this region.

Objectives of the Silver Anniversary Campaign

Our Building Design Committee, together with long-time congregant Don Lewis, principal of Lewis + Malm Architecture, has developed exciting plans for the renovation of our facility. Guided by the philosophy of offering a building that is attractive, warm and inviting, the plans call for:

- Flexible sanctuary space that is appropriately sized for weekly services, meditation, and smaller observances and that can be expanded, with movable seating, for larger Simchas, celebrations, and for Yamim Noraim, the High Holy Days.
- A new bima that is less elevated for easier accessibility and intimacy.
- A social and programming space with new and comfortable chairs and tables for adult learning and conversations, guest speakers and teachers, Shabbat onegs and Bar/Bat Mitzvah receptions.
- A new, enlarged upstairs bathroom and a new, enlarged kitchen and two new bathrooms downstairs.
- All new carpeting and paint throughout the entire building.
- Green design principles emphasizing non-toxic materials, energy-efficient lighting, a solar Ner Tamid, Eternal Light, energy-efficient doors and windows, and other efficiencies in insulation and heating.
- Complete waterproofing of the building, including new drainage work to divert water from the foundation.
- If we exceed our \$500,000 goal, an elevator may provide access to all levels from an easier driveway side-entry to the building, replacing the current rear-entry handicapped ramp.

The cost of these renovations and improvements, including furnishings and fees, is estimated at \$430,000, not including \$100,000 for the elevator. In addition, a top priority of the campaign is to retire the mortgage, which has a current principal balance of \$70,000.

And so we ask

We are blessed with the spirit our congregation gives us. Our Silver Anniversary Campaign will help guarantee that future generations will be equally blessed, equally able to follow their hearts to God, create community, and bring the joy of Jewish life to Beth El families.

If, as the great Yiddish writer Sholem Asch wrote, “Humankind’s ladder to God is a ladder of deeds,” then this campaign is but one small, yet sturdy, rung in that ladder. Please invest in your congregation’s future, the modernization of our facilities, stabilization of our finances, and strengthening of programs and services. That is what this campaign is about, and only you have it in your power to make it a success.

Silver Anniversary Campaign Budget

Objective	Projected Cost
Construction, renovations, and furnishings	\$325,000
Drainage, deferred maintenance, and energy efficiency measures	\$ 60,000
Mortgage retirement	\$ 70,000
Architectural fees, permits, and fundraising expenses	\$ 38,000
Contingency	\$ 7,000
Campaign Goal	\$500,000
Additional funds for elevator or endowment	\$100,000
Stretch Goal	\$600,000

Named Gift Opportunities

(Pledges are payable over three years, starting in 2006 and completed by 2008)

Permanent Donor Recognition Wall: A Great Miracle Happened Here

1st Night (1 candle)	\$ 360	(\$120/year for three years)
2nd Night (2 candles)	\$ 900	(\$300/year for three years)
3rd Night (3 candles)	\$ 1,800	(\$600/year for three years)
4th Night (4 candles)	\$ 3,600	(\$1,200/year for three years)
5th Night (5 candles)	\$ 9,000	(\$3,000/year for three years)
6th Night (6 candles)	\$18,000	(\$6,000/year for three years)
7th Night (7 candles)	\$36,000	(\$12,000/year for three years)
8th Night (8 candles)	\$90,000	(\$30,000/year for three years)

Designated Recognition Opportunities

Multipurpose Social/Program Space	\$270,000
Elevator or Named Endowment	\$100,000
Rabbi's Study	\$ 45,000
Kitchen	\$ 36,000
Conference Room	\$ 27,000
Library	\$ 27,000
Youth Group Room	\$ 27,000
Classrooms (each)	\$ 27,000



Gifts of securities and other appreciated property may offer special tax advantages. All contributions to Congregation Beth El's Silver Anniversary Campaign are tax-deductible to the extent allowed by law. For more information about ways to donate, named gifts, and the benefits of planned giving, please contact:

Dr. Michael Pancoe, Finance Chair and Campaign Co-Chair
942-1919 or pancom@spectrummg.com

Jody Cabot, Treasurer
564-7996 or jkcabot@hotmail.com

Gary Friedmann, President
288-5323 or gary@garyfriedmann.com

Campaign Committee

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Dr. Michael Pancoe, *Co-Chair*
Sandy Blitz
Dr. Eric Brown
Jody Cabot
Jennalee Jones
Dr. Murray Lebowitz
Dr. Noah Nesin
David Simonds
Sue Stone
Marisa Weinstein
Janice Woychik

Building Design Committee

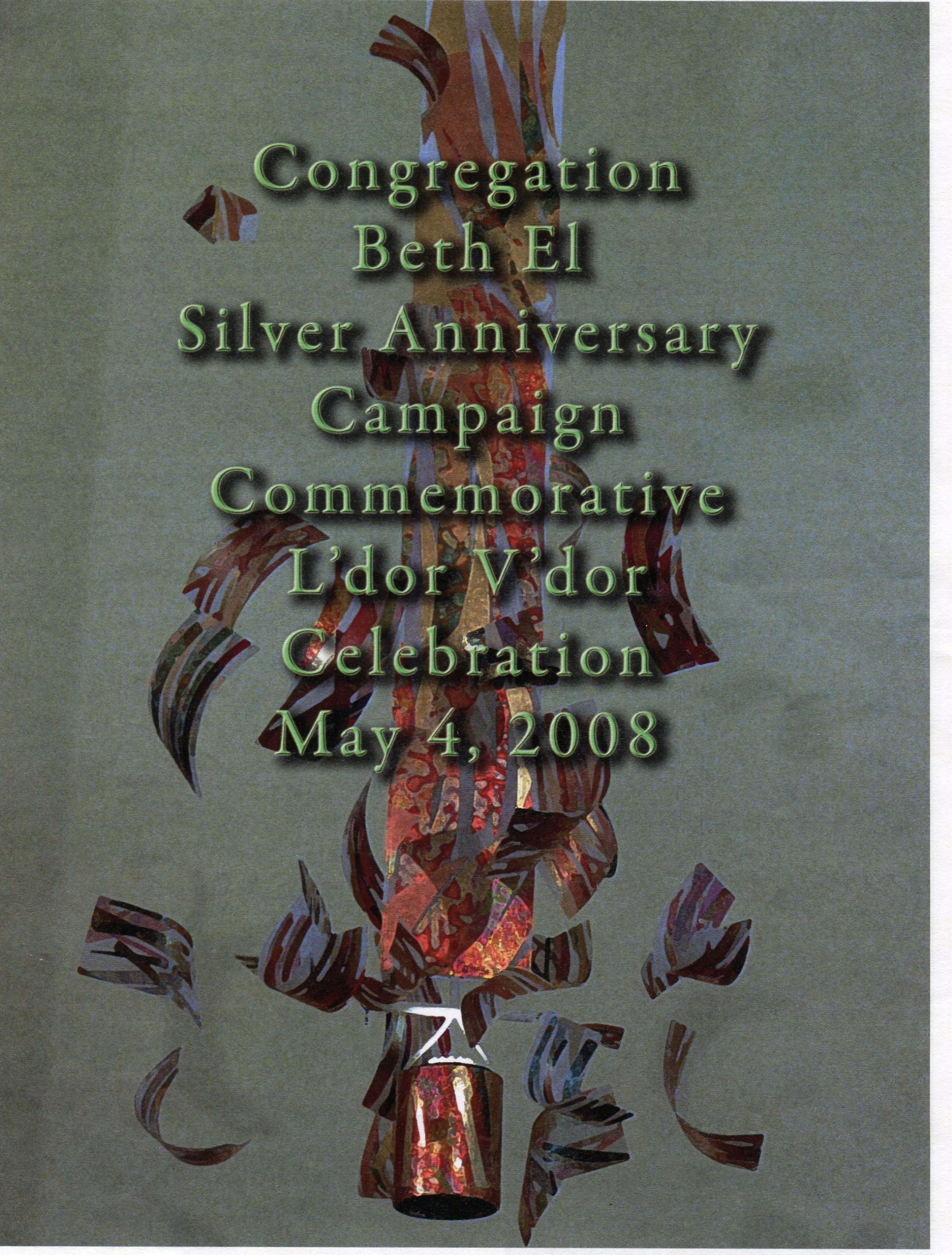
Robyn Sealander, *Chair*
Robert Borok
Dr. Richard Cabot
Dr. Jonathan Siegel
Ellie Pancoe
Rabbi Darah R. Lerner



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Rabbi Darah R. Lerner



Congregation
Beth El
Silver Anniversary
Campaign
Commemorative
L'dor V'dor
Celebration
May 4, 2008



Congregation Beth El Silver Anniversary
Campaign Commemorative
L'dor V'dor Celebration
May 4, 2008

Mah Tovv

מֵה־טִבּוֹ אֱהָלֶיךָ יַעֲקֹב מִשְׁכְּנֹתֶיךָ יִשְׂרָאֵל

Ma tovu ohalekha Ya'akov, mishk'notekha Yisra'el

How lovely are your tents, O Jacob,
Your dwelling places, O Israel.
In your abundant loving kindness, O God, let me enter Your house,
Reverently to worship in Your holy temple.
God, I love your house, the place where Your glory dwells.
Here I would worship with humility and seek blessing in Your presence, O God, my maker
To you, then, God does my prayer go forth.
May this be a time of joy and favor.
In your great love, O God, answer me with your saving truth.

L'dor V'dor

Congregation Beth El's Silver Anniversary Campaign, which began in June 2006, has accomplished the completion of an extensive renovation of its historic building. This former Christian Science Reading Room and Baptist Church has been home to Congregation Beth El for 14 years. The build-

ing, however, was in need of repair. Additionally, the existing structure was not adequate for Beth El's growing membership. Today, the members of Congregation Beth El celebrate and reflect on this project at the Rededication of our sanctuary.

New to our congregation is a beautifully refurbished flexible sanctuary that is comfortable for our weekly services, meditation, and smaller observances. It can also be expanded for larger Simchas, celebrations, and for Yamim Noraim, the High Holy Days with movable seating. As a result, there now is a social and reception area for adult learning and conversations, guest speakers and teachers, Shabbat onegs and Bar/Bat Mitzvah receptions. Handicapped accessible bathrooms (two new ones by the religious school), a larger modern kitchen, overhauled classrooms for the religious school and a conference room have also been completed. Everything was planned with green design principles in mind, emphasizing non-toxic materials, energy-efficient lighting, doors and windows, and other efficiencies in insulation and heating, including a solar Ner Tamid (Eternal Light).



Today we honor our community, all those who have made this day possible through their work and generous support. L'dor V'dor- from generation to generation, our theme for our Silver Anniversary Campaign continues today.

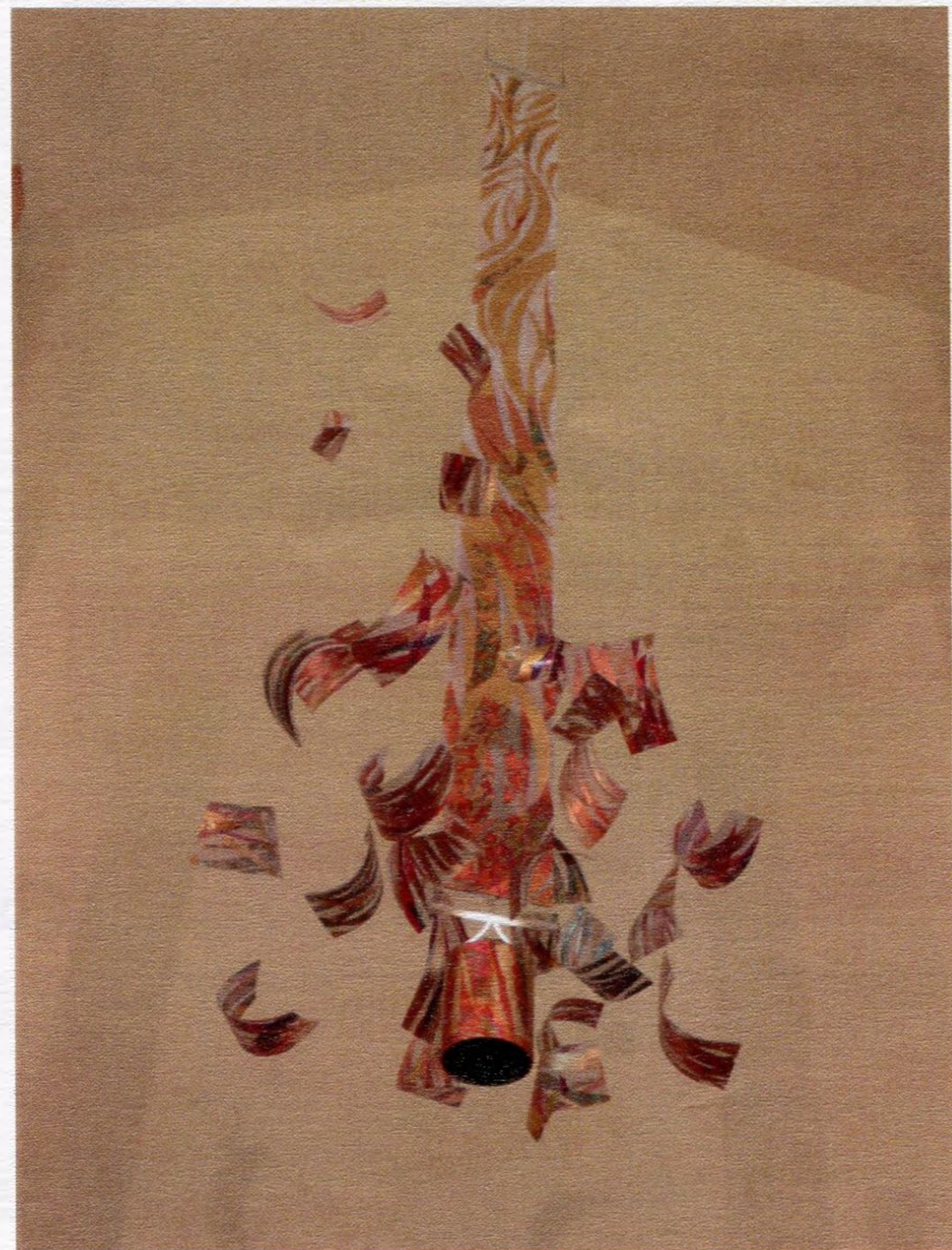
*This day we give thanks to and honor
all who have made this possible:*

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Robyn Sealander, Chair
Robert Borok
Richard Cabot
Rabbi Darah R. Lerner
Ellie Pancoe
Jonathan Siegel

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Janice Woychik

Planning Committee(2005)

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Rabbi Darah R. Lerner
Don Lewis
Michael Pancoe

Initial Design Committee(2004)

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Carol Epstein
Gerry Gross
Don Lewis
Jane Saxl
Cindy Simonds
Rabbi Larry Milder
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Architect, Artisans, Contractors, and other Professionals

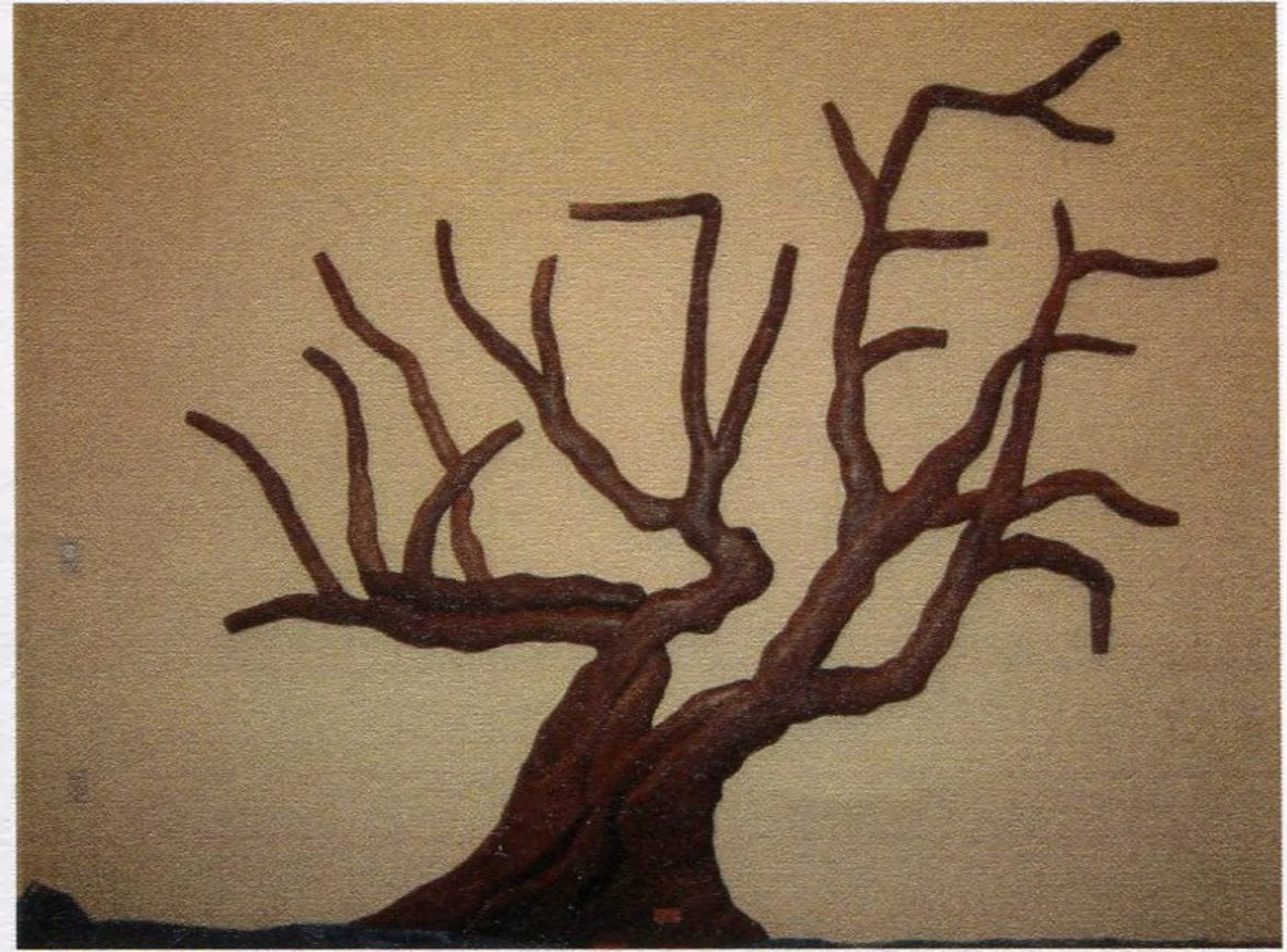
Don Lewis, Lewis + Malm, Architecture
Bob Kelly, House Revivers
Elizabeth Busch, Ner Tamid
Edward Harrow, Tree Of Life



Noel Tewes and Owen Gray & Son, Arches
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**For Forbearance, Guidance and Extraordinary
Patience**

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In the spirit of Jacob's dream linking heaven and earth, we have come together to rededicate this building as a house of G-d for our community. Through our lives, both as individuals and as members of this congregation, we make this space a holy place.

Let us affirm:

Our synagogue will be a beit tefillah - a house of prayer.

Let us affirm:

Our synagogue will be a beit midrash - a house of learning.

Let us affirm:

Our synagogue will be a beit k'nesset - a house of gathering.

Your help is welcomed and needed to complete our Silver Anniversary Campaign Goals...

We recall, L'dor V'dor- from generation to generation. While our project is almost complete, we still need to paint the front entrance and to reset and repoint the exterior granite stairway. Our goals for retiring our mortgage and building our endowment remain. Our campaign while nearly complete still welcomes and needs your ongoing support.



A Vision for Congregation Beth El's Next Ten Years

By Gary Friedmann, President

Who can tell what the future will be? Without claiming clairvoyance, I can say with confidence that if we know where we want to go, we have a chance of getting there. Here is my idea of what Congregation Beth El might look like in ten years, and a road map to get there.

In the year 2015, our membership will have swelled by 50% to 225 families (we grew from 90 families in 1995 to 150 families in 2005). Congregation Beth El will be known as a beacon of Reform Judaism and the most dynamic and active Jewish synagogue in Maine. We will be distinguished by:

- diverse and creative programming for all ages of youth and adults
- members inspired by the traditions of Tzedakah (charity), Tikkun Olam (repairing the world), and inclusiveness by incorporating social action and encouragement of diversity into all aspects of congregational life
- compelling and stimulating spiritual and ritual observances
- members deeply and satisfyingly engaged in all aspects of temple services, education, outreach, governance and operations
- a synagogue that is warm and inviting, well kept and thoughtfully enhanced with art and Judaica, with flexible, attractive, and practical spaces for worship, programming, and social activities, and
- a stable financial base provided by the 25th Anniversary Campaign and ongoing generous membership support.

How might this come about? We already have an energetic and visionary Rabbi who is developing new programs, connections, and ideas for the future. We have a highly engaged membership actively developing plans for building improvements (as outlined by Robyn Sealander in last month's newsletter), fundraising, social action, ritual observances, and celebration of our 25th anniversary.

Now is the time for each one of us to recommit ourselves to Beth El. Come and join us by letting the board know what you think, what programs and services you would like to see, by participating, by giving your time, and by supporting the congregation financially. With a shared picture of our dreams and aspirations, our congregation will become all that it can be.

Silver Anniversary Campaign Objectives

Congregation Beth El

History

At its November 3 and December 1, 2005 meetings, the Board of Directors confirmed the generalized goals of its upcoming Silver Anniversary Campaign.

In the summer of 2004, following conversations with Rabbi Milder and David Simonds, Sam and Eleanor Rosenfeld made a \$15,000 contribution to Congregation Beth El for an architectural survey of its French Street facility. An ad hoc design committee was appointed by President Gary Friedmann to work with the Office of Michael Rosenfeld, a Massachusetts architectural firm with experience in synagogue design. In the spring of 2005, the architectural report and recommendations were received by the board, and considered at its August retreat.

To achieve the building improvements specified by the design committee, a two-phased approach to construction was recommended. Phase I would entail an investment of about \$500,000 and the complete project would cost more than \$1.5 million. The board appointed a planning committee of six – Carol Epstein, Gary Friedmann, Maxine Harrow, Don Lewis, Mike Pancoe, and Rabbi Lerner -- to consider the complete ramifications of this report and to recommend fundraising objectives.

After several meetings, careful study of the architectural report, a better understanding of the zoning limitations of the current site, and two new engineering studies commissioned and paid for by members of the planning committee (to assess drainage issues and complete a topographic plan of the property), the planning committee made the following determinations:

- The French Street property, even with the proposed renovations, could accommodate membership growth of about 20% -- from our current level of 150 to 160 families to approximately 180 to 190 families. Congregation Beth El is the fastest growing synagogue in eastern Maine. During the tenure of Rabbi Milder, membership increased by more than 50%, from about 90 families to 150 families.
- If membership, under the leadership of our energetic new Rabbi, increases by as much as 30% to 50% to more than 200 families within ten years, we will have to move to a new location. The congregation will never recoup the \$1.5 million invested in the renovation if it is forced to sell the French Street facility.
- The prudent course of action now is to embrace the fundamental renovations proposed by the Office of Michael Rosenfeld, in a target range of \$300,000 to \$350,000. If we find ourselves with a membership of less than 200 families in ten years, we still have the option of completing the Rosenfeld plan at that time.

over please

With unanimous commitment to support a comprehensive initiative that would move Congregation Beth El significantly toward financial sustainability, the Board has adopted the following objectives for its Silver Anniversary Campaign:

1. Complete critical renovations of 183 French Street, including:
 - Reconfiguration of the sanctuary space and foyer to provide flexible worship, social, and programming areas.
 - Renovation of upstairs and downstairs bathrooms.
 - Complete overhaul and expansion of the kitchen.
 - Improved handicapped access.
 - Spruce up the entire facility to make it a warm, spiritually inspiring, and inviting home for members and guests.
2. Complete all deferred maintenance projects, including drainage/basement infiltration issues, roof repairs, interior and exterior painting, complete replacement of carpeting, and security upgrades.
3. Make all reasonable efforts to make our building a “green synagogue” by incorporating energy efficient lighting, improved heating systems, non-toxic materials (like paint and carpeting), and insulation upgrades into the renovation plans.
4. Eliminate the mortgage.
5. Build our endowment to the point that it can yield annual support for facility maintenance and programming.

A campaign committee will be formed early in 2006, co-chaired by two long-term members: Vice President Maxine Harrow and Finance Chair Michael Pancoe. Depending on the level of support indicated by advance commitments from lead donors, the campaign goal will be in the range of \$500,000 to \$850,000.

The board has authorized a six-member building committee to work with the architectural firm of Lewis & Malm to develop conceptual designs and cost estimates. Principal Don Lewis is giving his time as a pro bono contribution. The board hopes to have this next step completed by April 2006, with the campaign launched by the summer and concluded by the end of the year.

Gary Friedmann
President
January 2006