



Hineynu Campaign Case for Giving

Building from Strength, Securing Our Future

Hineynu – Here We Are - A dynamic, diverse, committed, and ever-evolving cornerstone of Jewish life and learning, Congregation Beth Shalom is a family of families that welcomes and embraces all of our members wherever we are on our Jewish journey. We firmly and passionately believe in the power and importance of L'Dor Vador - from generation to generation.

Hineynu – Here We Are – A half-century ago, a group of families began the process that established Congregation Beth Shalom in Northbrook to serve the growing Jewish population. They recognized the need, said: ***Hineynu – Here We Are***, and together they made the commitment of time and money to ensure that there would be a home for Conservative Judaism in Northbrook. Our founders, a number of whom remain members today, acted with vision, not only for themselves but for generations to come.

Hineynu – Here We Are – Today, we are Congregation Beth Shalom, a vibrant, caring, open, Conservative community consisting of thousands of members. Our synagogue is a center of Jewish life, with programs and activities that serve all ages. Our building hums constantly from the programming that takes place within its walls. Together, we celebrate simchas and support each other in times of need. We shape Jewish minds and influence the next generation of Jewish lives. Our synagogue community is well-respected and has evolved into something much greater than our founders could have dreamt a half-century ago; we are a hub of activity for the Jewish population in our area, a center for Jewish learning, a home for worship and spirituality, a model of community involvement, and an anchor for the Jewish residents of Greater Northbrook.

Hineynu – Here We Are – Our vision for the future is to have Beth Shalom become the Jewish Centric Experience for all of our members with a state-of-the-art religious school, expanded programming, quality learning opportunities for all and more. Our vision is a CBS where all members are part of the family and consider Beth Shalom their home.

Now, to realize our vision, we must take the necessary steps to ensure that we are able to continue to serve our community. We must move forward to confront the challenges we will face as we look toward the next half-century. We are blessed that our congregation is fiscally sound. We operate with a balanced budget and are able to fund all of our excellent programs and services. Looking ahead, we foresee financial challenges as our population ages and affiliation patterns change. Our goal is not only to ensure that we can maintain core programs



Hineynu Campaign Case for Giving

but also to have the financial resources to develop new, modern, innovative programs and services. This requires the development of new revenue streams. The most significant way that we can ensure a sound fiscal future for our community is by growing our endowment.

We have seen what a well-funded endowment can mean to our community, with the many programs and classes that are funded by the Eastern European Torah Fund. Now, we need to establish a general endowment so that we have the ability to:

- Ensure that full participation in synagogue life remains affordable to all;
- Continue to attract and retain the most qualified and visionary clergy and professional staff;
- Create new programs and initiatives that extend beyond the synagogue walls and reach people where they are;
- Establish, sustain and increase contemporary programming and educational opportunities for all ages, from tots to seniors;
- Expand the synagogue's social action programs;
- Overcome fluctuations in membership and the economy.

Hineynu – Here We Are – We come together to celebrate, worship, learn, and comfort each other in our wonderful building. For the comfort and safety of our members, some areas of our beloved facility require our attention, including a parking lot in need of repair, multiple rooftop air conditioning units operating beyond their projected life, and a flat roof that will shortly need to be replaced.

Hineynu – Here We Are – Like our founders and other members have done at critical times in our history, we must now think of those who will come after us and work together as a community to secure our future. ***Here We Are*** because we are not asking any one individual to meet our challenge but, rather, acknowledging that we must act collectively and show the same vision as our founders.

We now come to you and ask you to join your fellow congregants who have made generous commitments to our ***Hineynu Campaign and invest in the future of Congregation Beth Shalom.***