

עתידנו ATIDEINU SECURING OUR FUTURE

March 2018 | Volume I

ATIDEINU – OUR FUTURE

Throughout Temple Solel's history, our community has come together to ensure Our Future by taking necessary steps to adapt to changing times. Today, with the Atideinu Campaign, we seek to secure Temple Solel's continued vitality by addressing the financial challenges we confront.

For forty years, Temple Solel has been integral to Jewish life in North County - a hub of spiritual and educational activities for members and non-members. We are warm and caring - supporting each other in both times of celebration and mourning. We have made our tikkun olam activities, our support for our local community and Israel and our innovative education programs a central part of our shared identity.

We arrive at this moment with deep gratitude for our founders and prior generations of temple leadership. With their foresight and commitment, these dedicated people solved the physical limitations that constrained us by financing and building our new facility and fulfilling our vision. This remarkable home for our Jewish life has nurtured and accommodated the creative programming and services to meet the needs of all our congregants from pre-kindergarten to seniors.

The last few years have financially challenged our beloved temple. Our committed staff has tirelessly made the difficult decisions necessary to use our limited resources to preserve the distinctive programming, quality education, and caring services that define our community. With the Atideinu Campaign, we will secure the future of our temple and all our programs by strengthening the financial foundation to match the strength of the physical foundation built by our prior leaders.

Building this financial foundation requires us to take action in two areas: our mortgage and our endowment. Despite the generous participation of many members in the capital campaign used to fund our current temple, the mortgage required to complete the building now places a significant burden on the congregation's overall financial health. Reducing or eliminating our mortgage will free up limited resources needed to fund important programs and operations.

While reducing the debt service relieves the pressure on annual operating expenses, we also need a fully-funded endowment to provide long-term financial stability and strength to enable our temple to thrive in coming years. Once funded, this endowment will enable us to attract and retain the most qualified and inspiring clergy and staff and to continue to innovate our programming. It will provide a financial safety net to safeguard us in uncertain times, ensuring that participation in our synagogue life remains affordable to all. Thank you in advance for taking our calls and welcoming us into your homes for these vital conversations.



LAWRENCE GOLDENHERSH



Temple Solel Congregant Lawrence “Larry” Goldenhersh agreed to serve as Chairman of our Atideinu Committee because he believes taking care of the next generation is what we do as Jews. Larry’s three young adult children all became b’nai mitzvah at Solel. “Everyone has a wonderful Solel story and appreciates the value of our warm, welcoming congregation. We have a magical, powerful spiritual infrastructure and now it’s time for us to secure an equally powerful financial infrastructure to safeguard what our congregation has built,” he said.

Larry aims to preserve Solel so future generations will have the opportunity to enjoy it. “Past generations made the contributions and sacrifices that allowed all of us to enjoy the wonder that is Temple Solel today, and now it is time to honor them by giving to secure the future of our Temple for our children and grandchildren.”

He oversees a committee of volunteers who will be meeting with congregants and requesting donations. “We want to hear our members’ most heartfelt Solel moments and help them determine how they can best demonstrate their appreciation with a meaningful gift to ensure our beloved congregation’s future,” he explained.

Larry also wants congregants to understand how their donations will be put to use. He describes the Atideinu campaign as crucial to Solel’s future. “This campaign will fundamentally shape the future of our Temple; it is time for us to engage and support to the full extent we can – to stretch from our respective comfort zones into our capacity zones,” he said.

In 1974, Larry’s father, Robert (“Bob”) Goldenhersh served as President of Temple Israel in St. Louis. The congregation faced financial challenges similar to the challenges Temple Solel faces today. “My dad was called upon to do what I’m now doing. Today Temple Israel is one of the largest Reform congregations in St. Louis,” Larry said.

Larry feels inner pride about channeling his father’s zeal to motivate our congregation to make the commitments necessary to secure financial sustainability for Solel. “I feel my dad looking down on me with a smile,” he said.



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As of 3/12/18

ATIDEINU

	\$ 5,000,000
	4,500,000
	4,000,000
	3,500,000
	3,000,000
	2,500,000
	2,000,000
	1,500,000
	1,000,000