

חלום לעתיד  
CHALOM L'ATID

DREAM FOR  
*Tomorrow*

THE TEMPLE'S  
ENDOWMENT CAMPAIGN  
*Investing for 2017 and Beyond*

.....  
YOUR ELDERS SHALL DREAM DREAMS  
AND YOUR YOUTH SHALL SEE VISIONS.  
Joel 2:28



THE TEMPLE

1589 Peachtree Street NE  
Atlanta, GA 30309

404-873-1731 | [the-temple.org](http://the-temple.org)





“The Temple is a very *sacred space*, and we are privileged to be part of its *rich history*. We now have a unique opportunity and obligation to also be part of its future. Together, we can ensure that The Temple lives on for *generations to come*.”

Michael Coles  
Campaign Co-Chair

AS our congregation looks ahead to 2017 in anticipation of The Temple's 150th year, we cannot but help look back on the years since 1867, when our synagogue first opened its doors in service to the Atlanta Jewish community.

What has distinguished our congregation these many years? Outstanding leadership, the skillful management of our resources and the **unwavering support** from our members have afforded us a beautiful, well-maintained campus, outstanding rabbinical and professional staff and innovative programming. But more than anything, it has been our commitment to look beyond these walls and continually seek out ways to make a lasting difference in our community. We have a proud history of challenging ourselves, and others, to always consider: what is the right thing to do.

Yet **what distinguishes us** comes with a price – a price often beyond what is carefully budgeted each year. A reserve to maintain our ability to innovate and maintain excellence is vital to the next 150 years of our sacred home.

## FOR TOMORROW

When our doors opened, our founders could not have imagined all that would shape this congregation's mindset. Nor can we fully define today the needs of the future – but we can prepare – by building an endowment that gives us **the ability to act**, to respond and to be – The Temple.

As members of this community, we share great optimism for the future, and we are proud to be in a **position of strength**. Our congregation must now take the necessary steps to ensure the success of The Temple – for our children, our grandchildren and generations beyond. When we come together and celebrate the sesquicentennial year of The Temple, it is our hope that we can then announce, “We are now poised for the next 150 years.”

Michael Coles  
Campaign Co-Chair

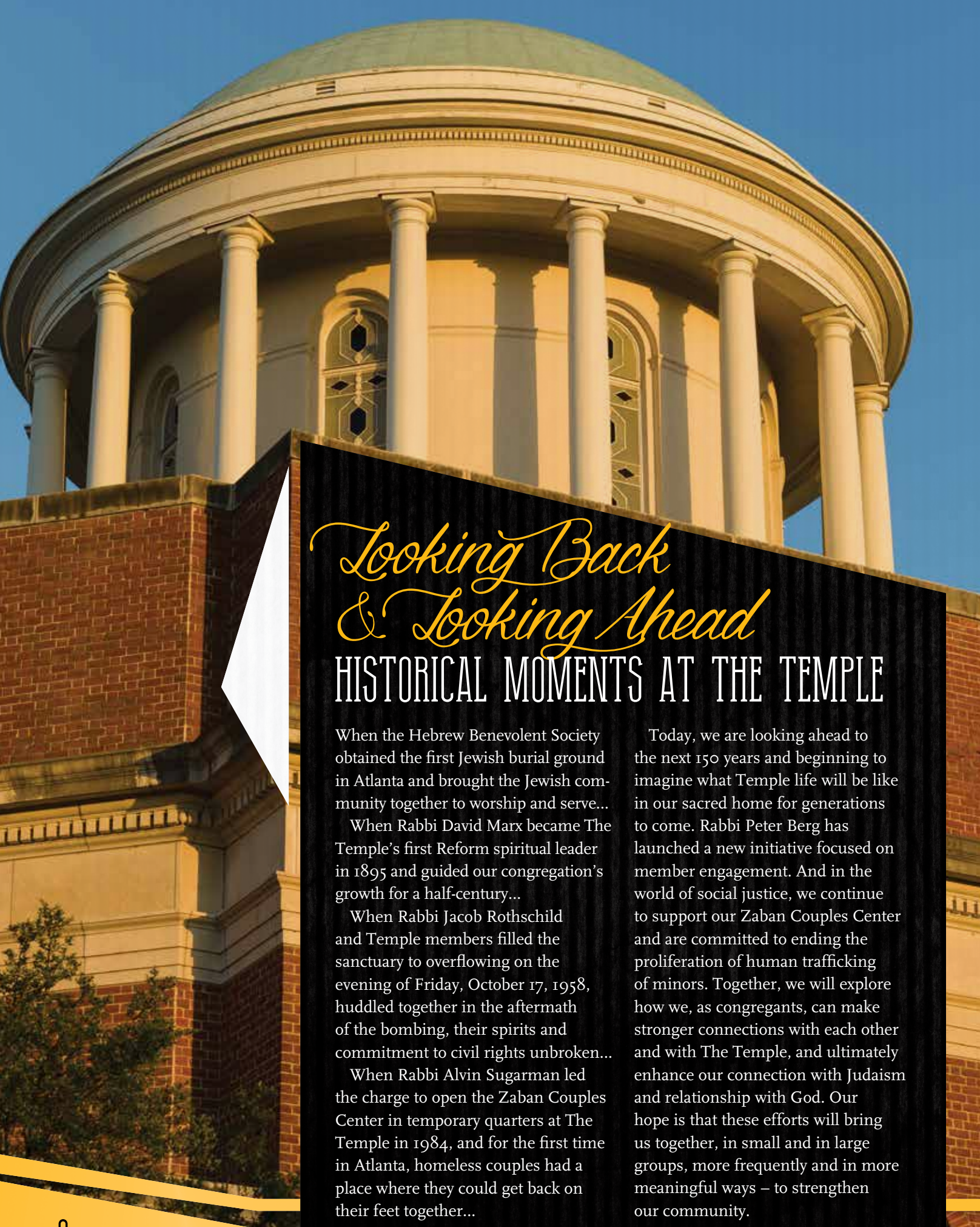
Jim Grien  
Campaign Co-Chair



Above: Michael Coles  
and Jim Grien. Below:  
Senior Rabbi Peter Berg.







## Looking Back & Looking Ahead HISTORICAL MOMENTS AT THE TEMPLE

When the Hebrew Benevolent Society obtained the first Jewish burial ground in Atlanta and brought the Jewish community together to worship and serve...

When Rabbi David Marx became The Temple's first Reform spiritual leader in 1895 and guided our congregation's growth for a half-century...

When Rabbi Jacob Rothschild and Temple members filled the sanctuary to overflowing on the evening of Friday, October 17, 1958, huddled together in the aftermath of the bombing, their spirits and commitment to civil rights unbroken...

When Rabbi Alvin Sugarman led the charge to open the Zaban Couples Center in temporary quarters at The Temple in 1984, and for the first time in Atlanta, homeless couples had a place where they could get back on their feet together...

Today, we are looking ahead to the next 150 years and beginning to imagine what Temple life will be like in our sacred home for generations to come. Rabbi Peter Berg has launched a new initiative focused on member engagement. And in the world of social justice, we continue to support our Zaban Couples Center and are committed to ending the proliferation of human trafficking of minors. Together, we will explore how we, as congregants, can make stronger connections with each other and with The Temple, and ultimately enhance our connection with Judaism and relationship with God. Our hope is that these efforts will bring us together, in small and in large groups, more frequently and in more meaningful ways – to strengthen our community.

## Endowing OUR FUTURE



Jewish learning inspires our charitable giving as we seek to leave the world a better place than we found it. The Chalom L'atid campaign goal is to increase the endowment fund threefold by our 150th anniversary in 2017, from the current \$12 million, and greatly expand the resources available for Temple needs. This fund will give us the ability to be responsive to the needs of our members, to maintain dues at a reasonable level, to respond

with immediacy to unplanned expenses and to be secure, even in challenging financial times. A strong endowment allows us to continue to be a visionary congregation, always looking to the future.

You can support this effort in a variety of ways including outright cash donations and planned gifts. Your support of the endowment fund will ensure that the important work of The Temple will continue in perpetuity.



### CHALOM L'ATID חלום לעתיד

#### *Dream for Tomorrow* THE TEMPLE'S ENDOWMENT CAMPAIGN

Gifts may be directed toward your specific area of interest. The four areas of greatest need are:

- Maintaining our Historic Campus
- Securing and Empowering our Rabbinical and Professional Staff
- Educating with Tamid Lifelong Learning from Preschool to Adult
- Engaging through Interfaith and Social Justice Programming







## MAINTAINING *Our Historic Campus*

Our Temple is more than a physical structure – it's an iconic presence in the Jewish world. To enable our Temple to remain in superb condition and to provide for ever-increasing upkeep and repair, to maintain our state-of-the-art building technology

and expand our audio/visual equipment, we will devote a portion of endowment income to maintain our congregational home. The goal of these efforts is to avoid deferred maintenance and ensure the beauty and functionality of our campus.

## *Securing & Empowering* OUR RABBINICAL AND PROFESSIONAL STAFF



**T**he Temple's culture is one of proactive change and continuous improvement—we believe we can always be better and do more for our community. We want to support our staff as they continue to innovate and push the boundaries of what is possible.

Endowment support for our rabbis and staff will enable The Temple to attract and retain the finest talent available, while also supporting ongoing staff training and development to ensure that our most vital spiritual leaders are equipped with the tools necessary to do their jobs effectively.

At The Temple, we are blessed to have the finest clergy and staff available to support our membership. We look forward to giving our spiritual leaders enhanced tools and resources needed to do their jobs even more effectively. Adopting interactive technology-based Jewish learning opportunities, adding smart boards in the classrooms and enhancing Tamid adult learning with distance learning are just a sampling of the enrichments that can further our reputation as a visionary congregation.





# Educating with Tamid

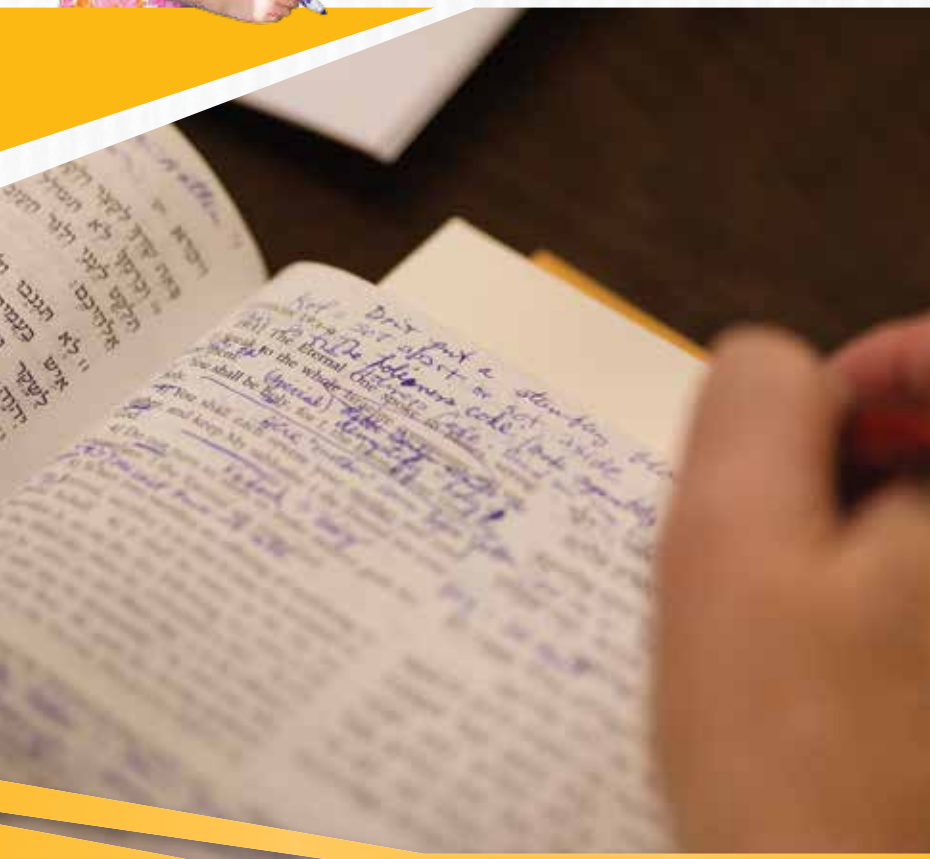
## LIFELONG LEARNING FROM PRESCHOOL TO ADULT

Our congregation desires a community that is forward-looking and ahead of needs and trends. Whether it's our work to welcome interfaith families, engage the millennial generation, attract young families or inform our membership on the Jewish perspective of social issues, when tomorrow's big issue comes, a healthy endowment will allow The Temple to be at the forefront of influence.

On the leading edge of the Reform Movement, we look for ways to increase engagement and make The Temple experience more dynamic. The Temple constantly evolves to meet the changing needs of our member families and the greater Atlanta community. We are engaging members and others as never before. There is no shortage

of ways we can expand The Temple experience for our members, grow their personal relationship with God and connect them to our community in impactful, new ways.

The Temple strives to create a love for Jewish learning from the youngest of ages to our senior-most members, because we believe that learning is a life-long endeavor. To enhance educational and cultural programs, we often invite top teachers and scholars to join us, and we plan to expand the breadth and depth of offerings in the future. We invested in video streaming technology to share services with a broader audience. Now, members can watch Shabbat services from hospital rooms and relatives can watch bar and bat mitzvahs when unable to travel and attend in person.



# Engaging

## THROUGH INTERFAITH AND SOCIAL JUSTICE PROGRAMMING

Social justice has been a hallmark of The Temple for 150 years. We are the go-to institution for hosting community engagements, partnering with other religious and civic entities and providing outreach to varied communities. Our history of beginning dialogues for change has made The Temple known, not merely as a community anchor, but as a thought leader in the way our city responds and cares.

It's time to rightsize our budget to support these activities – and give our rabbinical staff the financial support to move and respond in The Temple tradition. Earnings from future endowment funds can significantly support special program enhancements that enrich our hearts, minds and hands, while elevating The Temple to the next level of excellence.

“We look for ways to increase *engagement* and make The Temple experience more dynamic.”

Mark R. Jacobson  
Executive Director





# TOMORROW...



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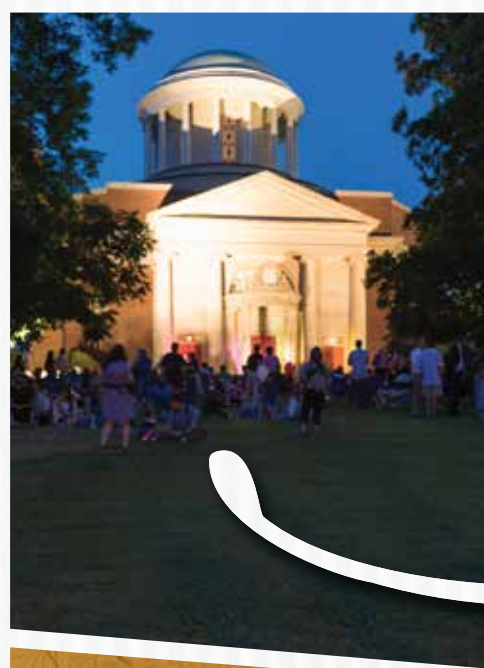
As the oldest and youngest congregation in town, The Temple engages members to explore the sacred in our lives, each and every day. Through this campaign, we have the opportunity to do even more to increase our impact and endow our core values of spirituality, learning and activism.

We are committed to embracing the challenges of our day and being an **out-front leader** for social change. We know the need for civil rights is still with us, and we want to be **courageous and bold**, even when it's not popular, because it's the right thing to do.

”

*Peter S. Berg*

**Peter Berg**  
Senior Rabbi



# Dream

“ We have the best, brightest, most committed spiritual leaders in the Reform Movement right here at The Temple – and we have a truly outstanding congregation. It is time to explore the *art of the possible*. With additional resources, just *imagine* what we can accomplish. ”

Jim Grien  
Campaign Co-Chair