Dear Beth Jacob Family,

As the new year of 2021 gets underway, our Shul is strongly positioned to be the catalyst for even great community impact, leadership, and growth.

We look forward to continuing our mission of setting the standard for excellence of Jewish communal service, centered around passionate Jewish living, Torah learning, and building unity among Jews of all backgrounds.

2020 was a globally challenging year, but one in which our Shul members rose to the occasion to fulfill the needs of our community and beyond. It’s incredible to look back at the number of educational and social programming we offered (see p. 7-8) during the heat of the COVID storm, as well as the chessed network launched on VBJ that helped people in countless ways. We welcomed new members (p. 5), celebrated lifecycle events, and pivoted constantly to keep our programming relevant and accessible.

Please feel free to reach out to any member of our board with ideas, feedback or questions. Looking forward to an incredible year of health and continued growth.

Sincerely,

The Beth Jacob Board of Trustees

THANK YOU FOR BEING A MEMBER
MISSION STATEMENT & CORE VALUES

To grow and sustain a warm synagogue community that sanctifies G-d’s name by providing for the spiritual, social, and educational growth of a diverse membership.

LEARNING
We believe lifelong learning and ongoing inquiry are essential to Jewish growth, and create opportunities for every member to engage in Torah study.

HALACHAH & MESORAH
We recognize that Jewish law, as interpreted by our rabbinic leadership, is the ultimate authority in our community.

TRADITION
We are motivated by a respect for our synagogue’s history and customs.

GROWTH
We inspire our members to grow personally and spiritually.

CHESSED
We give of our resources and of ourselves.

INDIVIDUALITY
We embrace and value individuality within the framework of Torah Judaism.

LEADERSHIP
We empower our members to contribute their talents and perspectives in making a difference to our communal fabric.

WELCOMING
We proactively create a warm and welcoming community culture.

PRAYER
We create opportunities for members to experience meaningful prayer and connection to G-d.

RESPONSIBILITY
We promote a sense of responsibility for the greater Jewish community and Klal Yisrael.

ISRAEL
We support and embrace the historic return of the Jewish nation to the land of Israel.

YOUTH
We create an environment that includes our youth in communal religious life and nurtures Jewish values in our children.

RABBINIC RELATIONSHIPS
We promote the importance of the rabbi-congregant relationship.

COMMUNITY
We create opportunities for meaningful social connections with other Jews and foster interaction between Jews of all backgrounds and religious orientations.
REVENUE & EXPENSES

_(general operations only; excludes BJ Preschool operations)_

**REVENUE BREAKDOWN*_{

- **Dues (including Jacob’s Angels)**
  - Jacob’s Angels: $309K
  - $509K

- **Fundraising & Donations**
  - $495K

- **Trusts**
  - $136K

- **Facility Rental & Rental Properties**
  - $75K

*Beth Jacob received just over $200,000 through the payroll protection program, which allowed us to maintain our operations in 2020. These funds are not included in the above revenue total or breakdown.

**EXPENSE BREAKDOWN*_{

- **SALARY**
  - $713K

- **UTILITIES & MAINTENANCE**
  - $309K

- **GENERAL & ADMINISTRATIVE**
  - $176K

- **PROGRAMMING/FUNDRAISING**
  - $130K

*Partial breakdown; full breakdown presented at the January 31 Annual Meeting.
MEETING THE COVID CHALLENGE

430 participants over Rosh Hashanah in 36 minyanim with 15 ba’alei tefilah and 9,800 sq. ft of extra prayer space in outdoor tents. 25,029 streams of Chazzan Yonasan Gavant’s Motivating Melodies. 3,000 people in various cities listened to our “12 Hours of Teshuva” initiative with speakers from Israel, South Africa, and the US.

571 Zoom sessions with a combined total of 12,208 participants, and 385,570 minutes of inspiration, education, and growth (March - Oct. 2020). 20,721 plays on BJ Soundcloud.

100’s of BJ Youth enjoyed Kids’ Shofar, Mitzvah Scavenger Hunt, Torah Trivia, B’nos, Art, Baking, Tae Kwon Do, Police Appreciation Week, Pre-Shavuos Ice Cream Making, Lag B’omer event, and more!

$120,000+ in charitable funds distributed to local needy families by the Rabbi’s Charity Fund.

250 COVID plasma donors at a drive hosted at BJ.

48,000 meals coordinated and distributed at BJ in 2020 via the Summer and Winter Kosher Food Program (with thanks to program vendor Kosher Gourmet).

50+ hours of music and uplifting spirits on the Erev Shabbos Music Mobile with Rabbi Feldman and Rabbi Foxbrunner, and on Chol Hamoed Sukkos with Rabbi Jake.
**WELCOME**

**2020 NEW TO THE NEIGHBORHOOD**


*This list represents a portion of our new member families, specifically those who have moved to Toco Hills recently. An additional 15 families, not listed above, also joined in 2020.*

**MEET SOME OF OUR NEW MEMBERS, AND FIND OUT WHAT DREW THEM TO BETH JACOB...**

“We were thinking of joining Beth Jacob for a while, but a visit by Rabbi Ilan D. Feldman and then a pre-COVID Shabbos at the Neiditch’s sealed the deal!”  
*Ari & Miryam Bendicoff*

“Aaron & Beth Feldser”

“What drew us to join Beth Jacob was that we had long felt the warmth of the Beth Jacob community, starting from taking part in college Shabbatons with families from the shul, to us having our own family and wanting to be a part of it.”  
*Lucas & Hailee Dear*

“At the end of the day, we were drawn to Beth Jacob because of all of the programming that they offer.”  
*Adam & Morgan Graiser*
Jacob’s Angels’ members partner with the shul financially to provide our community with the highest level of educational, religious, and social programming. This elite tier of membership plays a critical role in sustaining Beth Jacob’s continued presence as the dynamic core of our uniquely diverse and growth-oriented community.

**Diamond** - $25,000+
Jake Aronov

**Silver** - $12,000
Donald & Sheila Minsk
Mickey & Marilyn Steinberg
Jack & Pam Williams

**Sapphire** - $8,000
Dr. Allan & Sheila Bleich
Dr. Orrin & Gwenn Davis
Dr. David & Rachel Rabin
Rabbi Norman & Lydia Schloss

**Emerald** - $5,400
Drs. Jack & Zoya Arbiser
Joey & Kay Fink
Jonathan & Shulamith Klein
Deena Koniver
Hunter & Stacey McGhee
Dr. Arnold & Marcy Schneider
Dr. Nison & Helene Shleifer
Drs. Gerald & Cynthia Shulman

To join Jacob’s Angels, please contact the Shul office or visit www.bethjacobatlanta.org/jacobsangels

**THANK YOU TO OUR 2020 JACOB’S ANGELS**
We started off 2020 with a slew of classes and guest speakers, gearing up for a packed year without knowing how our lives would turn upside down within a few short months.

JANUARY’S programming included a parenting weekend with Rabbi Yakov Horowitz, including a popular YP melave malka at Formaggio Mio, an inspirational talk for women by Charlene Aminoff, and Paula Gris’ stirring Holocaust talk before the 10th of Teves. The Aishes Chayil program was launched for pre-Bas Mitzvah girls with Randee Goldberger, our Torah Live II classes continued with a focus on the Power of Speech, and we rolled into February with a well-attended Prime Timers Shabbos Lunch featuring Rabbi Pinchas Winston as guest speaker.

FEBRUARY continued with the launch of B’nos Atlanta for girls, the successful Daily Shul revitalization fundraiser, and a weekend with Rabbi Dovid & Debbie Greenblatt aimed at improving relationships. (Rabbi) Feldman & (Dr.) Feldman shared experiences and insights for Shovavim in a fascinating 2-part class, Yaakov Selevan shared lessons from the IDF in a post-kiddush talk in memory of Ben Hirsch, z”l, we hosted our annual Chodesh Adar Breakfast for Dinner, the Sisterhood Express Yourself Talent Show, and BJY Roller Skating on President’s Day.

In MARCH we pulled off an incredible Purim Parade & Festival, the Feldman’s Purim Open House, Kids Ice Cream Party and Youth Megillah Reading, and a lively Purim Seudah just in the nick of time - and then COVID hit. We forged on with a well-received “Preparing for Shabbos COVID Style” audio presentation with Rabbi & Mrs. Feldman and Rabbi & Mrs. Foxbrunner, a pre-Pesach crash course, and a special presentation by Drs. Feldman and Pelcovitz on “Maintaining Sanity and Perspective in Uncertain Times”.

APRIL saw us pivot to meet the constantly changing COVID needs. We introduced the highly anticipated weekly Shabbos Music Truck, the VBJ portal for chessed, education, and health resources, and put out detailed weekly, Shabbos, and Yom Tov davening guidelines. BJY started weekly Parsha Kahoot challenges with Rabbi Jake, including a Pesach family trivia edition, Rabbi Foxbrunner spoke on “Bringing Freshness to Your Seder”, Mrs. Foxbrunner talked about “Experiencing Internal Freedom”, and we facilitated the successful Seder in a Box program. Rabbi Zev Leff spoke about the religious significance of Israel, we had a Yom Hazikaron Lecture by Rabbi Tendler on the life of Lt. Col. Emanuel Morenu, and

LOOKING BACK AT 2020
a Yom Ha’atzmaut Lecture by Dr. Robert Friedmann, and Rabbi Feldman offered a Covid-related prayer at the Georgia State Capital.

In MAY, Jacquie Hirsch launched, “In Search of Validation” by Ben Hirsch, z”l, we participated in the “Marching to Sinai Series” featuring speakers from around the world preparing for Matan Torah, BENA presented a series on “Nurturing Relationships in Unusual Times”, and BJY enjoyed a virtual bonfire with smores and stories. Our first social event was a fabulous drive-thru BBQ in honor of Lag B’omer with our very own rapelling Rabbi (Werbin), music, and greeting the Rabbis and Rebbetzins from a distance.

JUNE marked a new round of Semichas Chaver (men’s learning program), launch of BENA’s Summer Series, a pre-Shavuos healthy cooking class with Sarah Faygie Berkowitz, and a parenting series for fathers with Rabbi Dov Foxbrunner. On Shavuos, the Rabbis roved the neighborhood, while individuals and families chose Torah topics and studied with prepared packets.

The summer continued with BJY Fun in JULY featuring baking, magic tricks, and more, a 3 Weeks and Tisha B’Av Crash Course with Rabbi Dov Foxbrunner, “Mourning in America” by Rabbi Ilan Feldman, and Sisterhood’s Virtual Laughter Games to promote positivity and peace. Tisha B’Av was the first time we had a socially distanced “packed house” to recite kinos and hear inspiring talks by BJ members.

AUGUST took us to North Georgia for BJY Pre-Rosh Hashanah Apple Picking, and around the BJ parking lot for the New Member Shabbos and BBQ Drive Thru.

In SEPTEMBER, we super charged Elul with speakers from around the world in our “12 Hours of Teshuva” Program, Mrs. Rivka Foxbrunner hosted a series of Shabbos shiurim, Mrs. Miriam Feldman gave her annual pre-Rosh Hashanah talk for women, and BJY enjoyed a Mitzvah Scavenger Hunt. The Yamim Nora’im were packed with multiple minyanim in massive tents and indoor spaces, led by a rich lineup of chazzanim, ba’alei keriah, and ba’alei tekia including new onboarded talent (in addition to working on the Toco Hills Shofar Collaboration to provide shofar blowing for hundreds of people). Our combined High Holiday Fundraiser had record participation to keep the Shul going.

We fell into OCTOBER and Sukkos with a BJY Chol Hamoed Travelling Concert reminiscent of the Erev Shabbos Music Mobile, a BJY trip to Noah’s Ark Sanctuary, Kumzitz in the Sukkah, and annual Parshas Noach Pet Shiur by Rabbi Dov Foxbrunner.

NOVEMBER featured the launch of BJY Kol Hanearim learning program, Sisterhood Gratitude Gardens, Thanksgiving Weekend sunrise minyan on Stone Mountain, and a Covid version of Shabbos Project, with a Great Big Virtual Challah Bake shared with other cities, Project Inspire Shabbos Show, Gift of Chatzos Initiative, and launch of the humorous and engaging Shabbos Learning Project (SLP) 5781.

We wrapped up 2020 strong in DECEMBER with the publication of Sisterhood’s Healthy Cookbook, “L’Chaim”, the launch of B’nos One-on-One to pair up mentor teens with younger girls, BENA 3+You, BJY Chanukah Bingo Game Night, a special Chanukah edition of Kol Hanearim with guest storyteller Rabbi Paysach Krohn, a CAAT security training session, BJY Cookie Making drive thru at the Feldman’s home, and the much-needed inspiration of Rabbi Ilan D. Feldman’s Annual Chanukah Minutes.
2021
Upcoming Events & Holidays

Shovavim
January 17-31

Pre-Purim Celebration
Sunday, February 21

Purim
Friday, February 26

Utensils Kashering
Sunday, March 14 & 21

Pesach
March 28 - April 4

Sisterhood Talent Night
Sunday, May 9

Shavuos
Mon - Tues, May 17 - 18

BJ Annual Dinner
Sunday, June 13