

TOL Strong

Continuing our Journey

2021 - 2022 Membership Campaign



A Message From Our Rabbi



Little did we know when we designed the “TOL Strong” logo for our community’s 125th anniversary, how much we would find encouragement and hope in these simple words. We remained strong as we innovated and persevered during the pandemic - moving our religious school to a virtual setting, offering meaningful worship and adult learning opportunities via Zoom, and finding ways to safely connect in-person on hikes and carefully planned outdoor programs. As Jews, we are no strangers to creative thinking, adaptation and resilience. Our people have always had to respond to events that disrupted Jewish life and challenged Jewish survival.

We learned that we can Zoom into a service or study anywhere in the world. But in our members’ personal life moments – bnai mitzvah ceremonies, wedding anniversaries, funerals – the Tree of Life has been there for you to embrace you and to laugh and cry with you. Because you are part of our family. Let us continue to honor life together. When you get a new job, we can offer a blessing. When you move, you put up a mezuzah. When you retire, we honor you with an aliyah. When you become a parent, when you become a grandparent, when you journey through an illness... for all of these moments, we can create a ceremony! And here’s the commitment of your Tree of Life Congregation: We will embrace you in these key moments. At every age. At every opportunity. We are family and together we are TOL Strong!

Rabbi Sabine Meyer

Rabbi Sabine Meyer, Ph.D.

A Message From Our Acting Religious School Director



Welcome to our 2021-2022 school year! Join us as we return to the building to learn, play, and connect. Our goal is for students to not only learn about Jewish life and culture, but also to find relevance between their secular life and Jewish tradition. Using a values-based approach to Jewish learning, we teach our kids to be mensches: kind and compassionate and Jewishly engaged. And we support our religious school parents in their desire to raise good Jewish human beings.

We offer classes for kids of all ages and families of diverse backgrounds. Our youngest students, TOL Tots, and their parents gather monthly for songs, play, and age-appropriate Jewish learning. Students then continue on to weekly classes for ages K- Confirmation (TOL Teens). The 2021/2022 school year will be our second year in partnership with Shalom Learning, the Institute of Southern Jewish Life (ISJL) and Moving Traditions (B’nai Mitzvah curriculum). Our teachers and madrichim (teaching assistants) look forward to using these innovative curricula for classroom learning, online sessions and independent learning.

We can’t wait to engage in meaningful, thought provoking, and fun activities while finally being able to be together in person! Remember, tuition is FREE for families who pledge at Fig Level. Classes for next year are forming now, so please pre-register on the TOL website.

Elisa Westfall

directors@tolsc.org

A Message From Our Incoming President



For those of you who do not know me, I have been a member of TOL for 30 years. My wife, Roberta and I raised our two sons here, both becoming B'nai Mitzvah at TOL, and both now with beautiful families of their own. I spent most of my career in healthcare, affecting turn-arounds for hospitals that improved outcomes for both patients and physicians. Like many, I was reluctant to volunteer for Board service, not knowing if my skills would transfer in addition to having an incredibly full and hectic life. Ironically, what started as an urge to donate some time to "give back" has turned 180 degrees, as I clearly have received more than I have given, my life having been enriched by the most amazing group of people who are the TOL sacred community.

As the incoming Tree of Life President, every day I am asked, "When will we get back to normal?" Interesting, that when you lose something that you have always taken for granted, how much of a life changing experience it can be. As I look back at our rich history, and help plan for our future, it strikes me that we invest much of our time in the day to day planning and management of routine things like services, events, ritual and other functional necessities, while we assume the elements of our common value system are a given.... until they are abruptly taken away.

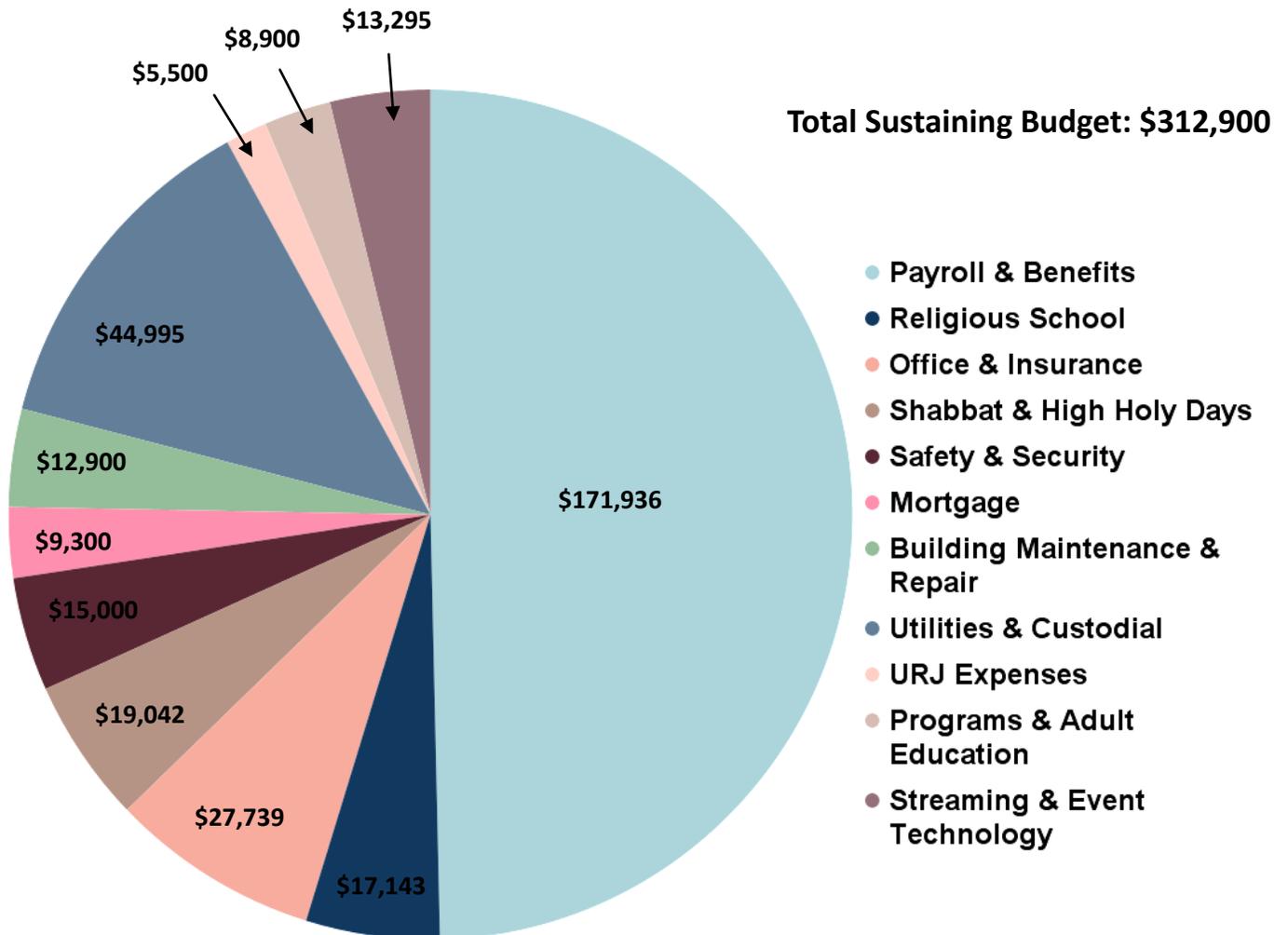
The right to gather freely, the ability to see each other's faces and the emotions they project, the simple act of exchanging greetings, breaking bread, and the ability to physically embrace our friends and family. These elements, combined with our Jewish values, represent normal to me.

I could use this space to list all of our wonderful accomplishments and to thank our amazing volunteers for the time, money and passion they provide for TOL. Instead, I will pledge to you that our Board will strive to safely return us to normal. For sure, we will need to innovate new ways of doing things, but the values we have shared on our 125-year journey that represent the bridge from our past and to our future will be our guidepost for leadership. Our sacred community includes those who came before us and the future generations who will inherit TOL from us.

Each of you is a part of our sacred community and our stage by stage journey through time, and we are not complete, without you.

Steve Friedland
Tree of Life Incoming President

2021 - 2022 Total Sustaining Budget & Member Math



Members' collective commitments are designated to covering basic operating expenses. This allows fundraising and other revenues to be used for our programming and to maintain our beautiful house of worship. To sustain our congregation, we need an average commitment at the Fig Level.

$$\text{\$312,900} / 155 \text{ members} = \text{Fig Level pledge of } \text{\$2,019}$$

TOL Way Of Giving

Our New Way of Giving Campaigns have proven to be highly successful. Making our sustaining budget transparent and owning it as a collective community has been embraced by all. Once again, our guiding principles of Inclusion and providing Jewish Education influence our model. All are welcome as members, regardless of ability to pay and those who pledge at the Fig level or higher will have Religious School tuition included with their membership.

Please review the included 2021 - 2022 Commitment Form and either mail the completed form back in the stamped envelope OR complete and submit the form online at www.tolsc.org

Pledges must be received by July 1, 2021.

Why Trees?

Olive



Oak



Palm



Date



Fig



Cedar



We use trees to define our giving levels as they are symbolic of our TOL Community. Trees are unique and diverse, yet thrive when part of a greater ecosystem. They are individuals, yet often dependent on each other and a shared set of resources. We recognize that giving is a personal choice and that our Sacred Community has a beautifully diverse membership that can give from the heart regardless of pledge level. Our goal is to meet our sustaining budget with our collective pledge revenue, freeing up fundraising and donation revenues to invest in continuous improvement for staff, programs, facilities and new technology. We recognize that many of us can and want to do more and simply urge each of you to pledge from the heart.

A Message From Our Outgoing President



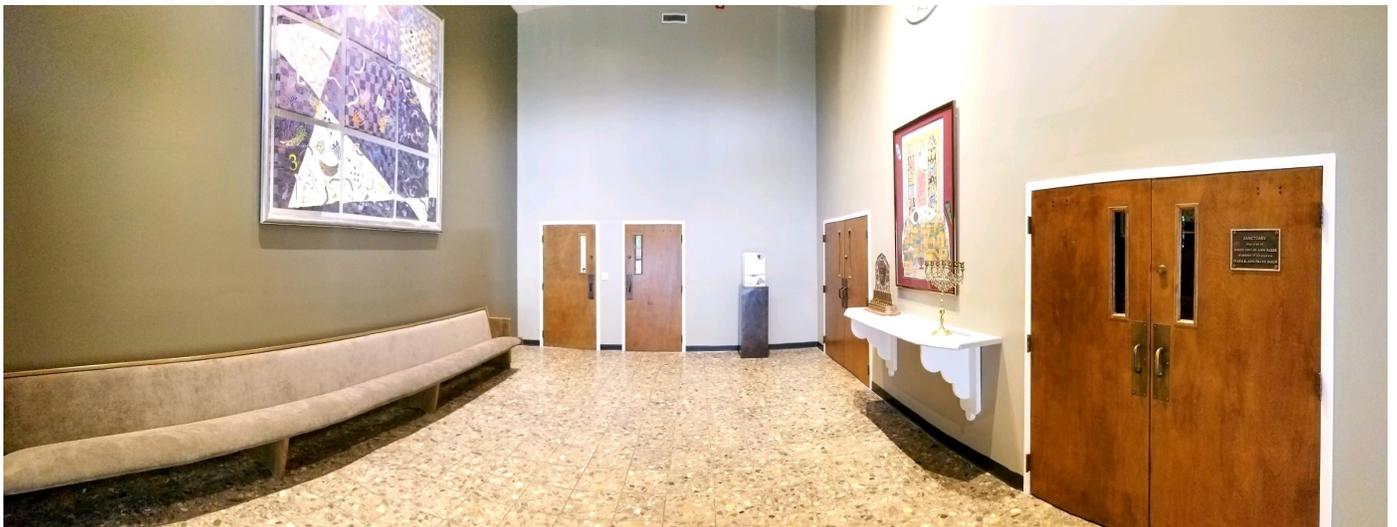
This was a year of innovation and reinvention!

Think about Zoom Shabbat services, the summer ice cream social, the beautiful Rosh Hashanah deliveries, the fantastic HHD worship online, the many nights of in-person gathering for Hanukah with the wonderful new Hanukkiah, and the Purim baskets delivered to your home.

Our Religious School did a wonderful job bringing in talented Hebrew teachers from points near and far, a benefit of online learning. A real advantage was the monthly in-person Yachad meetings held outdoors at the JCC. Reports of our RS families are really positive – our RS kids are happy AND learning in ways that are new to our congregation.

The 125th anniversary allowed a team of TOL leaders to raise funds for the total remodel of the social hall and entry foyer. The spaces are beautiful and totally transformed. But that's not all: Sisterhood and Brotherhood invested in upgrading and redecorating the restrooms while House and Grounds took on the exterior of the building with new hardy plank, painting and roofing as well as landscaping, drainage and rain garden. The building is beautiful and will be even more wonderful once we are together in and around it again.

Jessica Efenbein
Tree of Life Outgoing President



We Look Forward To Making More Memories With You!



Seeds Of Hope Farmers Market
August 2020



Sisterhood
December 2020



1st Night of Hanukkah
December 2020



Hanukkah Religious School Yachad
December 2020



Purim Religious School Yachad
February 2021



Purim Megillah Reading
February 2021



House & Grounds Committee
April 2021



Klatsch on the Move
May 2021



Shavout Ice Cream Social
May 2020



Tree Of Life Congregation

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Office Hours

Monday: CLOSED

Tuesday - Thursday: 9:00 AM - 5:00 PM

Friday: 9:00 AM - 4:00 PM



Proud member of



UNION *for*
REFORM
JUDAISM

Tree of Life Congregation

July 1, 2021 - June 30, 2022 Commitment Form

Your pledge can be made by detaching this page and using the return envelope included
OR complete and submit the form online at www.tolsc.org

We must receive a completed form for every member to ensure proper fiscal planning.

The deadline for receiving your form is **July 1, 2021**. If we have not heard from you by then, a member of our Outreach Committee will work with you to complete the membership process. Our guiding principle for membership is inclusion, regardless of ability to pay. We are not complete without you. If you are unable to meet a Cedar Level commitment, please fill out the confidential form at <https://forms.gle/Ep3CHcYuhys68cpu9>

Membership Levels:

- Olive (Israel's National Tree): \$7,201 and above
- Oak: \$5,401 - \$7,200
- Palm: \$3,601 - \$5,400
- Date: \$2,020 - \$3,600
- **Fig (Sustaining Amount): \$2,019**
- Cedar \$1,300 - \$2,018

Our / My 2021 - 2022 Annual Commitment Is:

Tree Level: _____ Dollar Amount: _____

Payment method (select one): Check _____ Credit Card _____

(Credit card payments may be made online at www.tolsc.org/donate)

Payment Frequency (select one):

Annual (due by 9/1/21) _____ Semi-Annually _____ Quarterly _____ Monthly _____

Member Name(s): _____

Signature: _____ Date _____

Phone number: (____) ____ - ____ Email Address: _____