



*The Capital Campaign vision is to create a modern, open, and inviting synagogue that provides a home for worship, education, and a thriving Jewish community in Arlington for years to come.*



# *Capital Campaign Committee*

Scott Burka and Jerold L. Jacobs, Co-Chairs

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*An old man was planting a sapling by the side of the road when a stranger stopped and asked, “Why are you planting a tree at your age? It will be many years before it provides fruit and shade. You may not live to enjoy it.” The man replied, “All my life I have enjoyed food and shade provided by those who came before me. As my ancestors planted for me, I plant now for my children and my children’s children.”*

—The Talmud



*You have given enough, you have done your share, when—you are proud of your pledge.*



## *This Is Your Opportunity*

Congregation Etz Hayim is embarking on its first capital campaign in over 50 years. The synagogue leadership is committed to ensuring that Arlington's only Conservative Jewish congregation will continue to serve this area's Jewish community for future generations.

Over the past year, the Congregation identified several key needs. Some are particularly urgent, such as installation of an elevator, renovation of the kitchen, and replacement of the heating and air conditioning systems and windows. We also need to increase and renovate our classrooms, modernize our infrastructure, and build a new sanctuary that will encourage more meaningful and participatory worship.

Each member of the Board of Directors has pledged financial support to the Capital Campaign. Additionally, several fellow congregants have come forward with generous pledges to help us begin the Capital Campaign with a boost. These combined pledges have helped us raise more than \$500,000 towards our goal of \$1,700,000.

We hope that each of you will participate, providing gifts that rise to the best of your giving ability, and demonstrate your support of our congregational community.

Every member should participate at a financial level that is both personally meaningful and reflects your recognition of the role that Congregation Etz Hayim plays in your own life and in the life of the Jewish community of Arlington.

Your participation plants a sapling that will provide food and shade for our future, just as those who preceded us provided for our needs.

We offer you this opportunity to be there for Congregation Etz Hayim. Please remember that everyone's gift is vital to *Cultivating Our Future*.





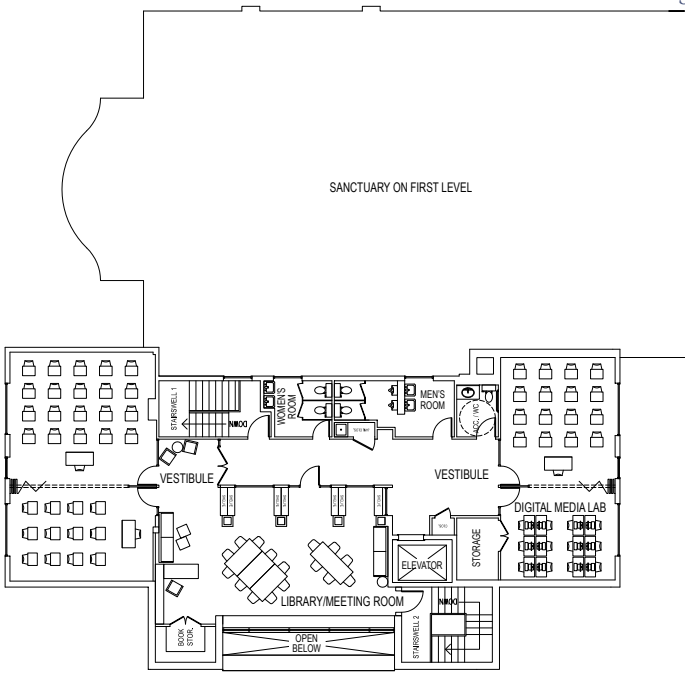
## *Worship*

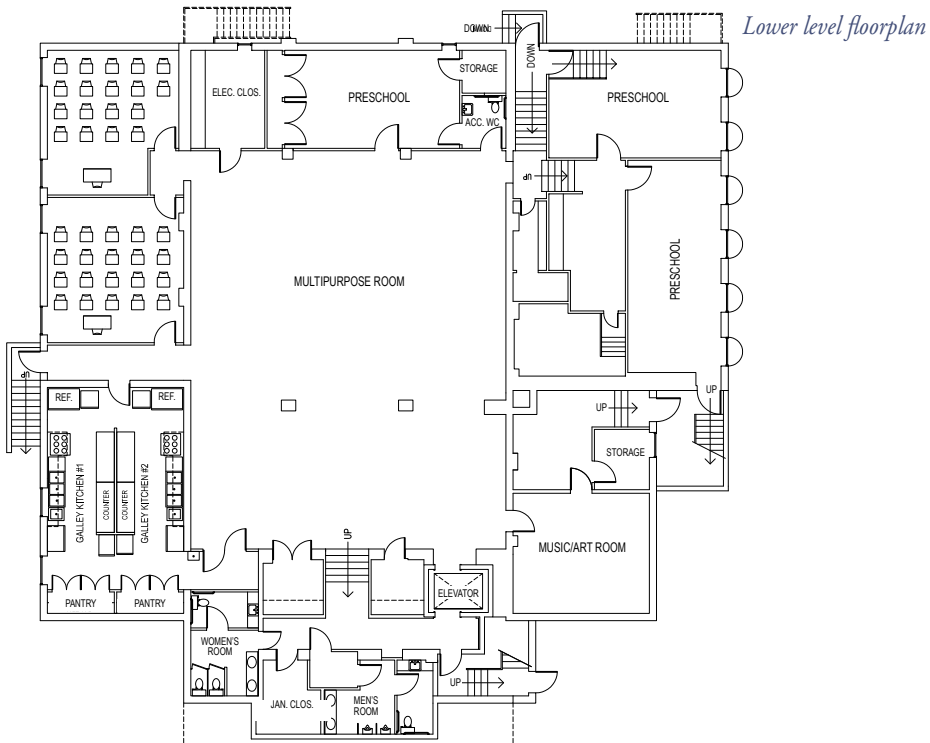
Congregation Etz Hayim has deep roots in Arlington. Organized as Ohev Shalom Congregation in 1940 for High Holy Day services, we met in the Jones Building on Wilson Boulevard in Clarendon. In June, 1947, ground was broken on a single-floor structure located on Arlington Boulevard, our present location. In 1952 we became the Arlington-Fairfax Jewish Center, and in 1954 and 1955 expanded our physical structure to accommodate our growing membership. Just as those who preceded us planned for the Congregation's future needs, we must do the same.

As worship is the heart of our congregational life, the sanctuary is the heart of our building. Our sanctuary will be redesigned with a centrally located bimah that will encourage engaging worship and dynamic Torah discussions.

The sanctuary will provide seating for approximately 200 worshippers and can be expanded to accommodate 500 during highly attended services and events. The entire sanctuary and bimah will be accessible to all regardless of physical ability.

*Second level floorplan*





## Education

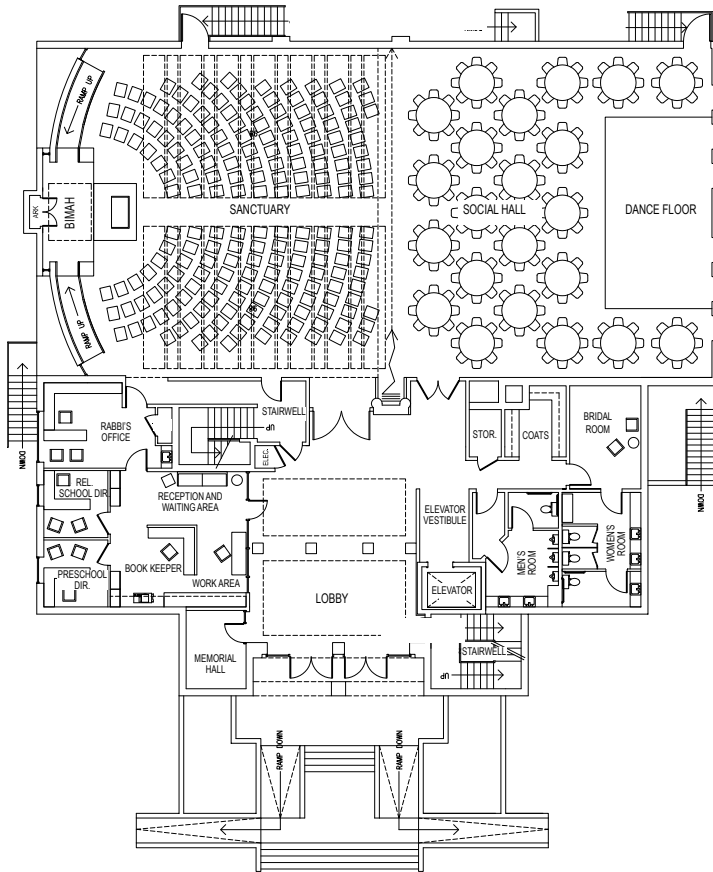
Congregation Etz Hayim has been the center of Jewish learning in Arlington for over 50 years. Our preschool, religious school, and adult education programs serve our members as well as friends in the community. In order for our programs to enjoy continued success, we must renovate and increase our usable spaces.

Our planned renovations will increase the number of classrooms serving our preschool, religious school, and adult education programs. The Congregation's library will include computer access and is slated for the building's second floor. Additionally, an elevator will permit access to all educational spaces throughout the building's three floors.

From preschool through the adult years, Congregation Etz Hayim will continue to promote Jewish education in Arlington.



First level floorplan

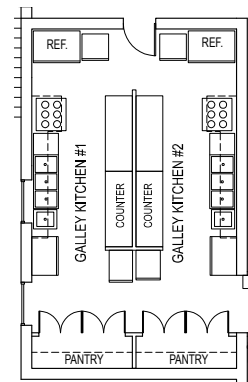


## Community

Congregation Etz Hayim is your Jewish community. We come together in times of celebration and sadness throughout the Jewish life cycle. Our physical building must accommodate our needs at all these times.

Our social hall on the first floor of the building will permit easy access to Oneg and Kiddush activities after services. Also, this flexible space will allow for various table and seating arrangements, as well as provide a dance floor for holiday celebrations.

Food goes hand-in-hand with Jewish celebrations. The synagogue's kitchen on the lower level will be redesigned in order to facilitate food preparation. The new kitchen will maximize storage and counter space, and continue to comply with the laws of kashrut.



Enlarged detail of kitchen on lower level.

## *About the Fundraiser*

Suzy Hirsch founded The S. Hirsch Group, Inc. in 2000 to provide financial resource development consulting, primarily to organizations in the Washington Jewish community. Prior to this, Suzy Hirsch served as the Director of Development at the Religious Action Center of Reform Judaism and received much of her training at the Jewish Federation of Greater Washington, where she served as an associate endowment professional and was eventually named Assistant Director of the United Jewish Endowment Fund.

Suzy Hirsch successfully created strategic fundraising plans and implemented Annual, Major Donor, Capital, and Endowment Campaigns for her clients, which have included three synagogues; Yachad, the Jewish Community Housing Development Corporation; the Jewish Community Center of Greater Washington; the Garden of Remembrance Memorial Park; and the Foundation for Jewish Studies, among others. With 25 years of professional and volunteer fundraising experience, Suzy Hirsch has shared responsibility for raising over \$20 million for local charities.

## *About the Architect*

James W. Ritter, FAIA, started the firm, JAMES WILLIAM RITTER ARCHITECT, in 1974. In 2004, he asked Derek M. Norton, AIA to become a principal in the newly reorganized RITTER ARCHITECTS.

Over the last thirty-three years, the firm has established a reputation for innovative, award-winning design, having netted 32 design awards, seven Masonry Institute awards, and First Prize in a national competition.

Based in downtown Alexandria, this twelve-person firm specializes in churches and synagogues, including Temple Rodef Shalom and Congregation Olam Tikvah, as well as private schools, libraries, commercial office space, and residential construction.

Jim Ritter has been an adjunct Professor of Architecture at Virginia Tech's Washington/Alexandria Architecture Consortium from its founding in 1980. This arrangement provides a constant flow of new ideas and energy into the office.

## *Donor Giving Levels*

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Visionary	\$100,000+
Dream Builder	\$50,000 to \$99,999
Vanguard	\$36,000 to \$49,999
Guarantor	\$18,000 to \$35,999
Champion	\$10,000 to \$17,999
Pacesetter	\$3,600 to \$9,999
Supporter	\$1,800 to \$3,599
Friend	\$1 to \$1,799

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## *Pledge Schedule*

<b>Pledge</b>	<b>Annual Payment</b>	<b>Monthly Payment</b>	<b>Daily Payment</b>
\$100,000.00	\$20,000.00	\$1666.65	\$55.00
\$50,000.00	\$10,000.00	\$833.30	\$27.50
\$36,000.00	\$7,200.00	\$600.00	\$20.00
\$25,000.00	\$5,000.00	\$416.50	\$13.75
\$18,000.00	\$3,600.00	\$300.00	\$10.00
\$10,000.00	\$2,000.00	\$166.50	\$5.50
\$7,200.00	\$1,440.00	\$120.00	\$3.95
\$5,000.00	\$1,000.00	\$83.30	\$2.75
\$3,600.00	\$720.00	\$60.00	\$2.00
\$1,800.00	\$360.00	\$30.00	\$1.00
\$1,000.00	\$200.00	\$16.65	\$.55

*Five-Year Payment (numbers rounded)*

# *Synagogue Leadership*

Rabbi Lia Bass, Spiritual Leader  
*rabbi@etzhayim.net*

Dr. Marvin I. Bash, Rabbi Emeritus

Michelle Weiss, Religious Education Director  
*school@etzhayim.net*

Janice Kimmelman, Preschool Director  
*preschool@etzhayim.net*

Callie Kimball, Office Manager  
*office@etzhayim.net*

Marcy Burka, Bookkeeper  
*accounting@etzhayim.net*

## Officers

Michael Rafky, President

Scott Burka, First Vice President

John Faith, VP Operations

Michael Stein, VP Religious Affairs

Michele Newman, VP Youth and Education

Stacy Rosenthal, VP Membership

Nate Ainspan, VP Fundraising

Laurie Effron, Treasurer

Jane Baldinger, Secretary

## Directors

Deena Ackerman

Marvin Cohen

Terry Leach

Stephan Levy

Andrew Lovinger

Sonya Okin

Natalie Roisman

Daniel Rosman

Ann Schwartz Unitas

Cheryl Whitehead

Marcia Zimmet

Alan Zucker

## Honorary Directors

Isaac Fleischmann z"l

Louis Greenberg

Bernard Levy

Jack Neuman z"l

## Immediate Past President

Jonathan Wroblewski

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