



Charlotte and Dick Levin
Jewish Community Center

BUILDING FOR GOOD

CAPITAL CAMPAIGN CASE STATEMENT

VISION

We strive to be the catalyst that inspires our community to live the Jewish lives they desire for generations to come.

MISSION

We serve as a vibrant hub where everyone belongs, nourishing the roots of local Jewish life. We provide engaging opportunities that deepen Jewish connections, knowledge, and relations to Israel; services for helping those in need; programs that foster healthy living; and pathways for charitable giving.

G
VISION
D
MISSION

FROM ZERO TO ZOWIE...

1970'S

1980'S

1990'S

2010'S

2020'S

Cozy Living
Rooms

The Renting
Years

A Permanent
Home

A Thriving
Hub

INDIVIDUALS WANTING TO MAKE CHANGE. WHAT BEGAN AS AN IDEA BY A FEW FORWARD-THINKING LEADERS IS NOW A VIBRANT COMMUNITY BURSTING AT IT'S SEAMS.

HERE FOR GOOD

COMMUNITY has been at the heart of Jewish for Good, previously known as the Jewish Federation of Durham-Chapel Hill, for nearly half a century. Whether it's giving young children a healthy start, providing families with a place to connect, or offering support for seniors, we bring people together at every stage of life. We forge ties between the local Jewish community and the Triangle at large as well as with other Jewish communities across the nation and around the world.

Durham-Chapel Hill regularly ranks as one of the top places to live in the United States, with Forbes reporting double-digit population growth in recent years. That surge has brought corresponding growth in the region's Jewish population, making community-building efforts a continuing priority. Formed in 1973 to support Jewish people in the area, to pool their resources to support Israel, we now enjoy a lively facility, which serves as the community's living room. This happened after building our home in 2011, when we joined Judea Reform Congregation and the Lerner School, as part of the Jewish Community Campus. This project would not have been possible without the leadership of Jewish for Good and the Lerner School joining forces to establish the Partnership for a Jewish Center.

Jewish for Good plays a key role as the community convener, bridging organizations and establishing strong partnerships to ensure a robust local Jewish community. A strong community helps attract intergenerational Jewish families to the region, and that community, in turn, gives them a welcoming place to celebrate their Jewish lives and grow in a supportive and inclusive environment. In the decades since its original founding, our vision and mission have expanded to meet continued and evolving needs.

Each year, through over 600 programs and services, we reach more than 2,000 people.



GIVING

Philanthropy has and always will be the foundation of who we are. We provide pathways for community support, broadly and locally, through giving today and planning for tomorrow. As we grow our programs and services, extending our reach, we are also growing the possibilities for support now and for generations to come.

“We’re bringing ourselves together, but also bringing other people into our world; creating relationships, building bridges.”

-Greg Rapp, chair of original PJC building committee

LIVING

Our broad suite of programs, offers opportunities for people of all ages, abilities, and interests to connect, have fun, and be together while strengthening Jewish ties. We offer an annual Jewish film series, top-notch lectures, inspiring authors and book discussions, large community events such as Mitzvah Day and the Jewish Food Festival, and of course, our award-winning Camp Shelanu.

Voted Best Gym in the Triangle three years running, we promote healthy living with a state-of-the-art fitness center, programs, and support groups for individuals and families no matter their goals or needs. Serving as more than a gym, amenities include two pools, a robust group exercise schedule, and personal services such as personal training, pilates, massage, and nutrition counseling.



HELPING

Living our values, Jewish for Good provides an array of services to help seniors stay active and engaged, support for individuals with special needs, and programs to help those facing challenges. These programs include memory care and caregiver support, a food pantry, emergency financial assistance, grief support, and clinical services, including case management and counseling.

“We’re bursting at the seams. We need to try to be flexible so we can adapt to changing needs.”

-Sue Egnoto, chair of Living Committee

BUILDING

Jewish for Good has never been stronger, with our visionary CEO Jill Madsen and a strong team of diverse community leaders leading the way to a new era of unity and growth. The opening of the Levin JCC in 2011 ushered in a host of new community-building services, but we have reached the limit of what we can accomplish in our current facilities.

To meet the needs of our local Jewish community in the 2020s and beyond, we want to expand our facilities to offer an array of new mission-centered programs and services and enhance existing ones. A planned 20,000-square-foot addition will allow us to:

1. Add infant and toddler care in continuation of our partnership with the Lerner School
2. Expand programming for aging adults, provide critical services not met in our community, including Senior Day Care
3. Improve and enhance our vibrant arts and culture experiences
4. Increase the capacity of Camp Shelanu to reach more young children and families



GOOD FOR YOU

CREATE INNOVATIVE INFANT AND TODDLER PROGRAM.

Our research has shown a strong need to extend opportunities to families with children two years of age and younger. In continuation of our partnership with Lerner School, we are excited to begin care of children aged 6 weeks through 2 years old. Utilizing the national JCCA Sheva Center, we will create an innovative approach to early childhood education by infusing our program with play-based learning, nature, and the arts. Nationwide, JCC early childhood programs are the largest platform of Jewish early childhood education in North America and serve as examples of excellence, leading to extensive wait lists for their programs.

Our plans include one non-mobile infant room, one mobile infant room, and two toddler rooms, serving just under 60 children. This development enables the Lerner School to expand their early childhood pipeline to elementary school, thereby strengthening both of our financial positions, while also remodeling outdoor play space for both organizations to enjoy.

This program will generate **over \$150,000** of net revenue annually to assist in sustaining core programs.

REFRESH OUR FITNESS FACILITIES. Prior to Covid-19, our membership was at capacity, so much so that, at different times of the year, we needed to stop selling memberships. We are rapidly returning to these numbers and are known as the best place to meet health goals. Enhancing facilities will promote healthy living while allowing us to maintain a competitive advantage in a crowded marketplace. But even more importantly, more memberships mean more revenue, which means more opportunities for us to do good for our community.

We serve close to 1050 membership units. This refresh will allow us to grow to 1200, which generates an additional **\$150,000** annually.

Over the past five years we have more than tripled our personal services revenue, from **\$40,000** to over **\$200,000** annually. More memberships means this grows too!

INCREASE CAPACITY OF CAMP SHELANU.

More space on our campus means more camp! This also means boosting engagement with young families and immersing more children in Jewish cultural experiences. Since opening our doors, we have doubled the number of School's Out camp days and have expanded summer camp from 800 camper weeks to 1,800. This past year, within 24 hours of camp registration opening, almost all of the spaces were full. It is no wonder we have been voted one of the best camps in the Triangle year after year. We are also one of the few camps to receive accreditation from the National Inclusion Project. More space will allow us to provide this lasting experience and explore ways to bring Camp Shelanu into the community!



“The expansion is important to continue the vision that we started out with, in being a Jewish home, a Jewish hub, for the whole community. That community includes toddlers and younger people, and we want to expand programming for our seniors, our fastest growing population. The expansion will allow us to do more and create a better Jewish identity for the whole community.”

-Larry Rocamora, past president and co-chair of the Partnership for a Jewish Center

CARING FOR GOOD

EXPAND PROGRAMMING FOR AGING ADULTS. As our community grows and more people stay, the need for this is clear. We help our most vulnerable community members stay healthy in mind and body via our Chaverim lunch and learn program, the Memory Café, a Caregiver Support Group, and the Early Stage Alzheimer's Group. With bigger facilities with better drop off and a larger budget, we'll do even more. We plan to:

1. ESTABLISH SENIOR DAY CENTER

- Serve 16 adults, Monday through Friday
- Focus on memory care and socialization
- Foster a nurturing, respectful, vibrant environment
- Give respite for caregivers
- Provide engaging and stimulating programs

2. EXPAND OUR CASE MANAGEMENT SERVICES

- Provide Care Plan Management
- Offer Caregiver Consultants
- Hire Geriatric Care Manager
- Enhance Caregiver Support

3. GROW SENIOR LUNCH & SOCIAL PROGRAM

- Host weekly gatherings
- Expanded program and service offerings
- Provide a covered drop-off
- Ensure full accessibility

IMPROVE AND ENHANCE OUR VIBRANT ARTS AND CULTURE EXPERIENCES.

We engage people of all ages and interests in our festivals, events, activities, and classes. Everything from Ignite Talks, Yom Ha'atzmaut, author events, and film screenings. Imagine a space with an improved audio system that includes enhanced stadium-style seating to ensure quality viewing. This campaign will bring these experiences to life as our Sol Schechter Community Hall gets better for all ages and interests, as we add stadium seating and update AV equipment. *Note: This plan does not have this space.*



GOOD FOR US

Our mission encompasses creating a vibrant space for the community and nourishing the roots of Jewish life. We fulfill our mission by providing opportunities for engagement, inspiring healthy living, and helping those in need. Expanding our facilities and offering new programs and services will allow us to further enhance the lives of Jewish people today and for many years to come.

OUR PLAN is to raise at least \$10.5 million dollars. This will allow us to build the facilities we need to sustain growing program opportunities, launch new services, and **pay off all remaining debt.**

OUR TIMELINE is to secure funding throughout 2022, begin construction in 2023, and complete the project by fall of 2024 with the grand opening of the Early Childhood Center and Senior Day Center at the start of that school year.

OUR OUTCOME will be an operating budget of over \$5 million, that includes a line item of \$200,000 each year for capital replacements and reserves and retirement of all debt. This allows us to sustain your gift for generations to come.

WHAT \$10.5 MILLION GETS US...

Financial Impact

- Jewish for Good will be debt free > Saving \$100,000 in annual interest
- New Early Childhood Center serving 50-60 infants and toddlers > Generating revenue surplus of \$150,000-\$180,000 per year
- Refresh of fitness facilities and personal services offerings > Enabling us to maintain membership at capacity (1200) and increase personal services revenue
- Expanded Community Hall with improved sound, lighting, and stadium seating > Providing comfortable space for programs for all ages as well as new rental opportunities increasing revenue by \$50,000-\$70,000
- Improved outdoor recreation for all ages including an outdoor amphitheater, meditation space, and gardens > Increase camp capacity by 150 camper weeks, adding \$50,000 in revenue
- Expanded pool deck (currently an alternate item) > If funds allow, this extra space will enable us to increase summer membership revenue by \$70,000-\$100,000

ANNUAL BUDGET IMPACT

Debt Reduction:	\$100,000
ECC Revenue:	\$150,000 - \$180,000
Increased Rental Opportunitites:	\$50,000 - \$70,000
Increased Camp Revenue:	\$50,000
Increased Summer Membership:	\$70,000 - \$100,000
TOTAL Annual Revenue Increase	\$420,000 - \$500,000

Mission Impact

- New Senior Day Center with dedicated covered drop-off > Providing mission-critical services in a budget-neutral way
- Dedicated sensory space > Enabling us to best serve children with special needs, allowing new grant funding
- New outdoor playground space and equipment for Jewish for good, Camp Shelanu and Learner > A \$500,000 investment sparking joy, exploration and love of nature for all the children we serve
- Expanded professional team to staff new and growing program centers > Increasing the number of programs offered by 50 to 75 programs/month
- Increased annual operating budget from \$3.5 million to \$5 million > Providing funds for capital improvements while continuing to build reserves

Beyond this, the expansion will foster a vibrant, inclusive community and help forge crucial connections to others in our community, giving them opportunities to get to know us and grow with us. But we need your help to make all this happen.

Please join us as we advance into a new era of growth, with expanded facilities, programs, and services to enable us to do more good for more people.

GOOD HAPPENS HERE



1. DROP-OFF
2. PLAZA
3. PROPOSED STORMWATER
4. PARKING
5. OUTDOOR PLAY-CLASSROOM
6. REFRESH OUTDOOR PLAY
7. AMPHITHEATER

EARLY CHILDHOOD CENTER



LEVIN JCC EXPANSION



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AT THE LEVIN JCC

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