

TEMPLE BETH AMI
Honoring our Past ★ Celebrating our Future

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Gary Pokras
Senior Rabbi

Baht Yameem Weiss
Rabbi

Larry Eschler
Cantor

Debbie Ezrin
Executive Director

Shelly Gordon
Program and Engagement
Director

Kim Roberts, RJE
Director of Education

Paula Sayag, Ph.D.
Early Childhood Director

Jack A. Luxemburg, D. Min.
Rabbi Emeritus

Danny Rosenstein
President

September 3, 2021

Dear TBA Family,

We are thrilled to celebrate TBA's 50th Anniversary – our Jubilee anniversary.

It is extraordinary how much our congregation has evolved from its humble beginnings in 1971 when a small group of families held the congregation's first Shabbat service at Ritchie Park Elementary School. Over the last 50 years, generations of Jewish families have celebrated holidays and simchas, learned together, supported each other through difficult times, and grieved together.

In honor of our Jubilee anniversary, the congregation is embarking on a campaign to increase our Sustaining Endowment Fund. ***Our commitment to this campaign is so significant that the Temple board is directing all donations that would ordinarily be given to the High Holy Day appeal to this initiative.*** This will reduce the congregation's reliance on dues and fees, making congregational life more accessible for everyone who wants to be part of our community.

Please give generously to Temple Beth Ami's 50th Anniversary Endowment Campaign. Your gift is an act of love for your family and succeeding generations of people who want to raise Jewish families and strengthen Jewish community.

As part of this campaign, we encourage you to "Pave the Way for TBA's Future" by purchasing a personalized brick for a new walkway planned for our main entrance in 2022. All proceeds support the 50th Anniversary Endowment Campaign. Complete details are enclosed or purchase your brick now at www.bricksrus.com/donorsite/tbami.

We are especially honored by our longtime congregants Madeline and Steve D'Alessio, who will generously match up to \$100 from every TBA family that gives to the 50th Anniversary Endowment Campaign.



We share their goal for 100% participation by TBA families and hope everyone knows that their gift truly matters. Together, we can increase the endowment for the future of our congregation.

We also appreciate the generosity of families who can give \$1,000 or more. Additional benefits for giving at this level are enclosed in this mailing.

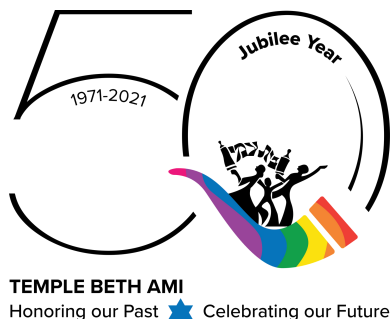
Thank you for being a part of our Temple community. We are grateful for your commitment to our congregation by helping us meet our goal of 100% participation in the 50th Anniversary Endowment Campaign!

L'Shalom,

Rabbi Gary Pokras
Senior Rabbi

Danny Rosenstein
President

Debbie Ezrin
Executive Director



CELEBRATE AND SUPPORT!

TBA'S 50TH ANNIVERSARY ENDOWMENT CAMPAIGN
GIVE NOW AT <https://bethami.org/donate>



Your gift to TBA's 50th Anniversary Endowment Campaign is an act of generosity for your family and the succeeding generations of families who value a *kehilah kedoshah* (sacred community) to enrich their lives.

INCREASE YOUR GIVING THROUGH A UNIQUE MATCHING GIFT OFFER

ALL GIFTS from TBA members will be matched up to \$100 by our generous congregants Madeline and Steve D'Alessio to increase the impact of this important campaign. For example:

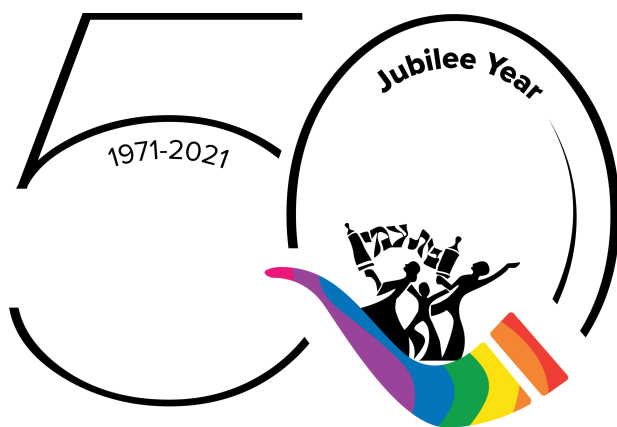
- If you donate \$18, your gift will be matched with an \$18 donation.
- If you donate \$36, your gift will be matched with a \$36 donation.
- If you donate \$118, your gift will be matched with a \$100 donation.

DONORS WHO GIVE \$180+ WILL ALSO RECEIVE THE FOLLOWING BENEFITS

DONATION AMOUNT	50TH GALA TICKETS*	ENGRAVED RECOGNITION	ENGRAVED RECOGNITION DETAILS
\$180-\$359		STANDARD BRICK	 <p>Your engraved brick will be installed in 2022 on the sidewalk near the front entrance of TBA. Instructions on how to order your brick will be emailed to you if you donate \$1,000+.</p>
\$360-\$999		LARGE BRICK	
\$1,000 - \$2,499	2 TICKETS	LARGE BRICK	 <p>TBA's Tree of Life mosaic, located in the main lobby, includes engraved tiles with donor names from other significant campaigns. Small tiles measure 2" x 4", medium tiles measure 2" x 6", and large tiles measure 4" x 6"</p>
\$2,500 - \$4,999	2 TICKETS	LARGE BRICK & SHARED TILE ON TREE OF LIFE MOSAIC	
\$5,000 - \$9,999	4 TICKETS	LARGE BRICK & SMALL TILE ON TREE OF LIFE MOSAIC	
\$10,000 - \$14,999	4 TICKETS	LARGE BRICK & MEDIUM TILE ON TREE OF LIFE MOSAIC	
\$15,000+	6 TICKETS	LARGE BRICK & LARGE TILE ON TREE OF LIFE MOSAIC	

*TBA's 50th Anniversary Gala will be held on April 30, 2022. Tickets will be sold for \$118/person starting in January 2022.

3-YEAR PLEDGES FOR GIFTS OF \$2500+ ARE WELCOME AND APPRECIATED.
CONTACT [DEBBIE EZRIN](mailto:DEZRIN@BETHAMI.ORG) AT DEZRIN@BETHAMI.ORG TO LEARN MORE.



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**Pave the Way for TBA's Future:
Order Your Personalized Brick At
WWW.BRICKSRUS.COM/DONORSITE/TBAMI**

**\$180 Donation
for
4" x 8" Brick**

**\$360 Donation
for
8" x 8" Brick**

Your engraved brick will become part of the new synagogue entryway planned for 2022. Commemorate special milestones such as births, Bar/Bat mitzvah, confirmations, graduations, weddings, or anniversaries to honor the special role Temple Beth Ami has played in your family's life. All proceeds support TBA's 50th Anniversary Endowment Campaign, which will safeguard our *kehilah kedoshah* (sacred community) and enrich the lives of our families and community for generations.

YOU WILL AUTOMATICALLY INCREASE YOUR IMPACT THROUGH A MATCHING GIFT!

Our generous congregants Madeline and Steve D'Alessio will contribute \$100 to TBA's 50th Anniversary Endowment Campaign for every member family's brick donation.

WWW.BRICKSRUS.COM/DONORSITE/TBAMI

IF YOU PREFER TO PAY BY CHECK
**FILL OUT THIS FORM AND MAIL IT TO TBA WITH A CHECK
MADE PAYABLE TO TEMPLE BETH AMI.**

Choose a brick size from the following options:

\$180

4" X 8" BRICK

Up to 3 lines of
engraving and up to 18
characters per line

\$360

8" X 8" BRICK

Up to 6 lines of
engraving and up to 18
characters per line

**Please note: All symbols are considered ONE SPACE (including periods, commas, and dashes)
All text will be centered unless otherwise noted at the time of purchase.*

Please engrave our brick as follows:

8" x 8"	4" x 8"																		

Name: _____

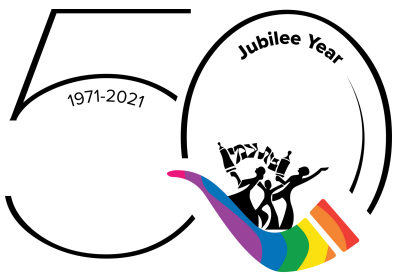
Address: _____

City, State: _____

Zipcode: _____

Email: _____

Phone: _____



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Get ready to celebrate 50 years!

Save these dates! More details will follow in the months ahead by email or online at
<https://bethami.org/community/50thanniversary/>



Celebrate Shabbat Where It All Began Friday, November 19, 2021

TBA's first Shabbat service was held in November 1971 at Ritchie Park Elementary School. Join us for a very special Shabbat at Ritchie Park in the room where it all began!



Shabbatukkah Friday December 3, 2021

Hanukkah celebrates the re-dedication of the Temple in Jerusalem. This year, our annual Shabbatukkah celebration will be a joyful re-dedication of our Temple with holiday treats and our annual community menorah lighting!



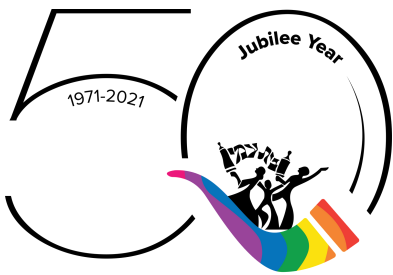
Purim Palooza Sunday March 20, 2022

To celebrate our 50th anniversary, all TBA families are invited to participate in our annual Purim celebration AT NO COST! This year's Purim Palooza will be bigger and better than ever before! Enjoy this year's Purim Spiel, which will be performed following the carnival.



50th Anniversary Golden Jubilee Gala Saturday, April 30, 2022

Save the Date! Join us for an exceptional evening as we joyfully celebrate our 50th Anniversary. Tickets will be \$118/person and will go on sale in January 2022.



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Enjoy Videos Celebrating Our History All Year Long

We hope you've seen the first video produced by our History Committee featuring our past presidents. Look for more videos throughout the coming year reflecting on our 50 years!



Participate in 50th Anniversary Art Installation

Every congregant will have the chance to participate in the creation of an art installation in the *Keshet*, the 2nd floor all-purpose room. Artist-in-residence, Rosana Azar, will develop opportunities for everyone to be involved in the coming months. Check your emails to learn more.



Recognition Shabbats Friday, March 25, 2022 Friday, April 29, 2022

Join us for two very special Shabbat services as we recognize founding families, former and current clergy and staff, past presidents, and other lay leaders. Each service will be followed by joyful Oneg celebrations.



Paving the Way to Temple Beth Ami's Future

Support TBA's Endowment Fund by purchasing an engraved brick for a new walkway planned to be installed outside our main entrance to commemorate our 50th Anniversary. More information will be sent to you in August 2021.