

**DISTINGUISHED PAST
DYNAMIC FUTURE**



CONGREGATION
AGUDATH ISRAEL 

CAI AT 100

OUR CAMPAIGN A ONCE IN A LIFETIME OPPORTUNITY



Congregation Agudath Israel (CAI) is a success story 100 years in the making. When 30 families came together to form the Jewish League of Caldwell a century ago, they could not have imagined that their synagogue would become one of the largest congregations in New Jersey and a national model for the Conservative movement. But even with that meteoric growth, CAI has never wavered from its core mission of innovation, inclusion, and connection. Now, as the synagogue begins its journey into the next century, the clergy, staff and leadership all aspire to build on these special qualities and successes.



Our community is at a unique crossroads. This special moment in CAI's history celebrates the congregation's 100th anniversary and a transition in rabbinic leadership, as we celebrate the 40 year career of our esteemed Senior Rabbi, Alan Silverstein. These exciting milestones are now coinciding with the global pandemic and the unique challenges that the crisis is posing for synagogues nationwide. It is therefore more important than ever that CAI maintains its vital role in the lives of its congregants, by reaffirming their spiritual and social connections and providing support for its members during this challenging time.

CAI at 100: Distinguished Past, Dynamic Future, is truly a once in a lifetime opportunity to pay homage to Agudath Israel's rich history and secure its financial foundation for the next century. Both urgent and important, this campaign will enable the synagogue community to preserve its traditions and values, while creating an innovative strategy for the future. It will allow us to support our congregants, create new opportunities for engagement, expand programming, provide valuable services and strengthen our financial sustainability.



OUR VISION **וְאַהֲבָתָא** אַהַבַת

As CAI begins its next century, we are fortunate to look toward our new senior Rabbi, Ari Lucas' vision for the future, which is grounded in the core principle of Ahava (love) across all aspects of our spiritual, social and emotional lives. His aspiration is to instill the value of Ahava in our relationships with God, through prayer and education, with our neighbors, locally and globally, through communal engagement and with our congregants whose unique needs require additional support and guidance.



Rabbi Lucas' conceptual spiritual framework for building on CAI's core values and traditions complement our synagogue's warm and welcoming culture and will truly enable CAI to enhance the experience of its broad membership as we move forward into this exciting next chapter in our congregation's history.

To do so, Agudath Israel must become even more adaptable, forward-thinking, and relevant, especially amidst the public health crisis, to attract and retain members. In order to achieve this vision, the synagogue will focus on investing in its human capital, an enhanced communication strategy, technological infrastructure to enable us to provide broader access, and deeper engagement opportunities to serve the diverse needs of the community from 2021 onward.



OUR FINANCES STABILITY & SUSTAINABILITY



CAI's initial goal for this campaign was to reduce the debt on our beautiful and vibrant building to bolster the congregation's financial flexibility. This goal remains our top priority, especially given the economic effect of the pandemic on our budget, which is also impacting synagogues and non-profits around the country. In light of the COVID crisis, we must plan for the potential reduction in overall membership, an increased need for subsidized dues

and a possible decrease in fundraising capacity. Therefore the importance of reducing our mortgage payments to allow for additional budgetary flexibility is even more compelling.

Over the past few years, CAI's professionals and lay leaders have been prudent and proactive in strengthening the synagogue's finances by implementing cost cutting measures, securing outside funding, including Homeland Security Grants and enhancing its fundraising efforts. Prior to the onset of the COVID crisis, we began the process of refinancing our mortgage to provide both a cost savings and enhanced repayment flexibility. This loan closed in June, reducing our annual debt service by 20%. Additionally, CAI received funding from the federal Payroll Protection Plan (PPP) to cover staff salaries for two months during the beginning of the pandemic. Together, these loans will better position the synagogue to mitigate the economic impact of the pandemic and better position it for future debt savings and increased repayment options.



The flexibility of our new mortgage will allow us to apply the majority of the proceeds of the Centennial campaign to reduce the principal balance, which will in turn generate cash flow that can be directed toward an investment in technology, communications, human capital, inclusive engagement and innovative programming to better support CAI's mission as we move into the next century.



CAI AT 100

DISTINGUISHED PAST, DYNAMIC FUTURE

Landmark Giving Opportunity to Dedicate

**The Rabbi Alan Silverstein Center
for Prayer, Jewish Life and Learning**



GIVING OPPORTUNITIES

We are offering a range of giving levels to encourage maximum participation in this effort.

Visionaries	\$250,000
Leaders	\$180,000
Sustainers	\$100,000
Innovators	\$75,000
Builders	\$50,000
Developers	\$36,000



VISIBILITY:

The new name of the building will be featured in high visibility signage on the main entrance to the building. Donors who have contributed to the building dedication will be featured in a new, prominent donor plaque.

DEDICATION OPPORTUNITIES



INVESTING IN OUR TRADITION

Main Entrance	\$500,000
Conference Rooms - Meeting Spaces (3)	each \$50,000
Coat Rooms (2)	each \$50,000
External Mezuzah (3)	each \$36,000
Internal Mezuzah (15)	each \$25,000
Classroom Mezuzah (17)	each \$18,000

Centennial Exhibit

Historical exhibit in lobby commemorating 100 years

Pioneer Level Sponsor	\$18,000
Founder Level Sponsor	\$10,000



INVESTING IN OUR FUTURE

All opportunities at The Lerner ECC/Religious School

Education Dept. Conference Room	\$50,000
Religious School Classrooms (10)	each \$36,000
ECC Classrooms (12)	each \$36,000
ECC Outdoor Classroom	\$25,000
ECC Indoor Playspace Sponsors	each \$10,000



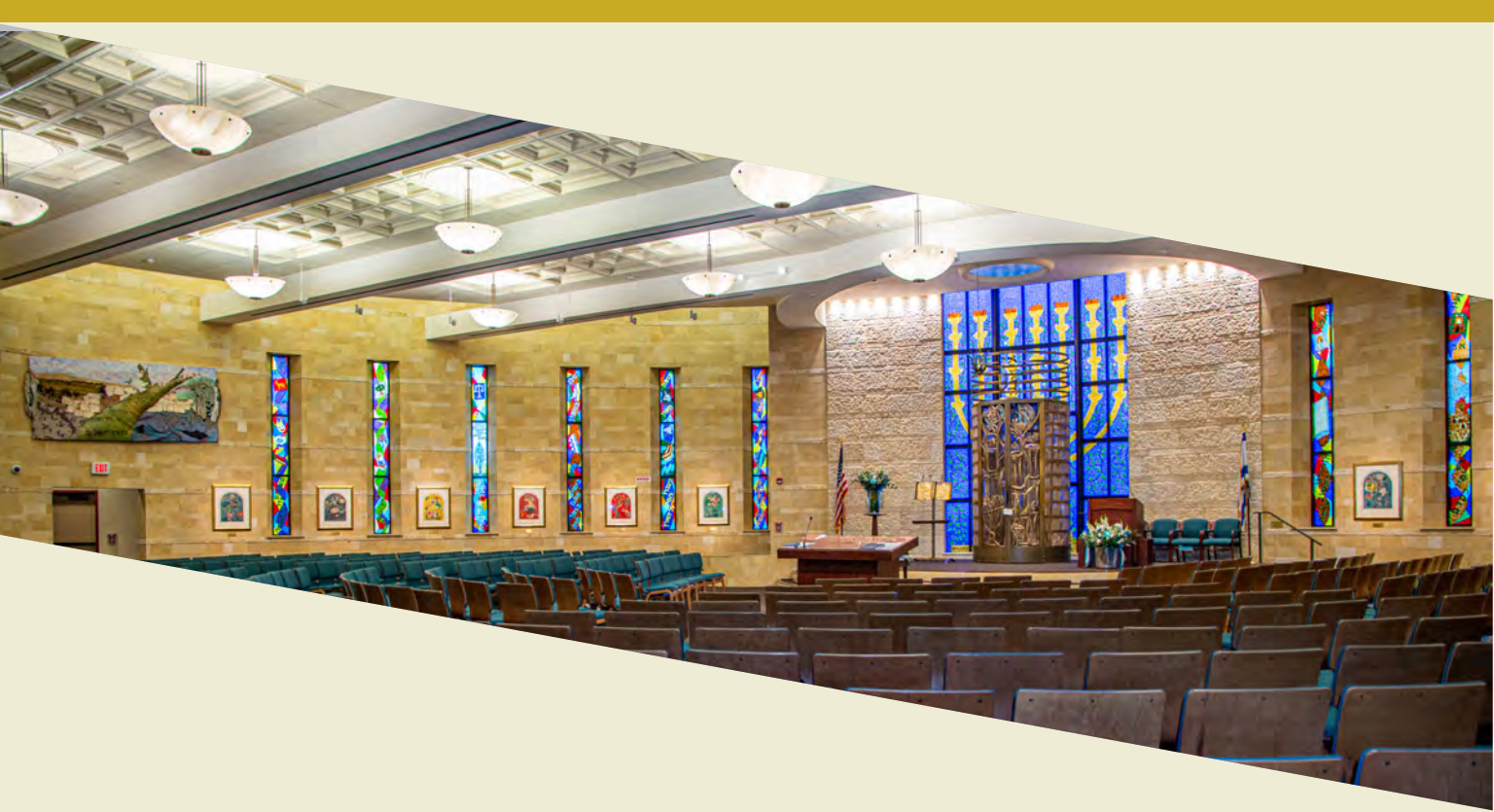
INVESTING IN LEADERSHIP

Senior Rabbi's Study	Reserved \$250,000
Main Office Suite	\$150,000
Cantor's Office Suite	\$150,000
Senior Rabbi Emeritus Office	\$150,000
Educational Director's Office	\$150,000
Assistant Rabbi's Office	\$125,000
Early Childhood Director's Office	\$75,000
Membership Coordinator Office	Reserved \$36,000

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