

CONTINUING  
THE JOURNEY  
TOGETHER



*Generous*

NEDIV LEV נדִיב לֵב



*Heart*





Statement from Nediv Lev Leadership Team

## Our time is now!

After more than 60 years since our last campaign, it is time to build and expand upon the solid foundation that our ancestors established and nurtured for us.

Our goals are clear:

To establish a Rabbinic Chair to ensure that the resources are available to invest in and support our clergy.

To revitalize and reimagine our spiritual home with important security upgrades, efficient systems, state-of-the-art technology, environmentally friendly enhancements such as solar, a repaved parking lot and more.

To establish an Education Center that will strengthen our Religious School, offer innovative adult education and youth programming, provide greater support to our senior adult population, and reach out into our community to cultivate meaningful and lasting connections.

As our ancestors planted for us, we too must plant for future generations to come. We are asking you to look into your generous heart and to join us in creating the exceptional future we envision and deserve.

Signed by Campaign Leadership Team

  
Ken Hartman

  
Linda Goodspeed

  
Bonnie Shelkrot

  
Linda Magalnick

  
Alan Pierce

  
Ben Weiss

  
Rabbi Alison Adler

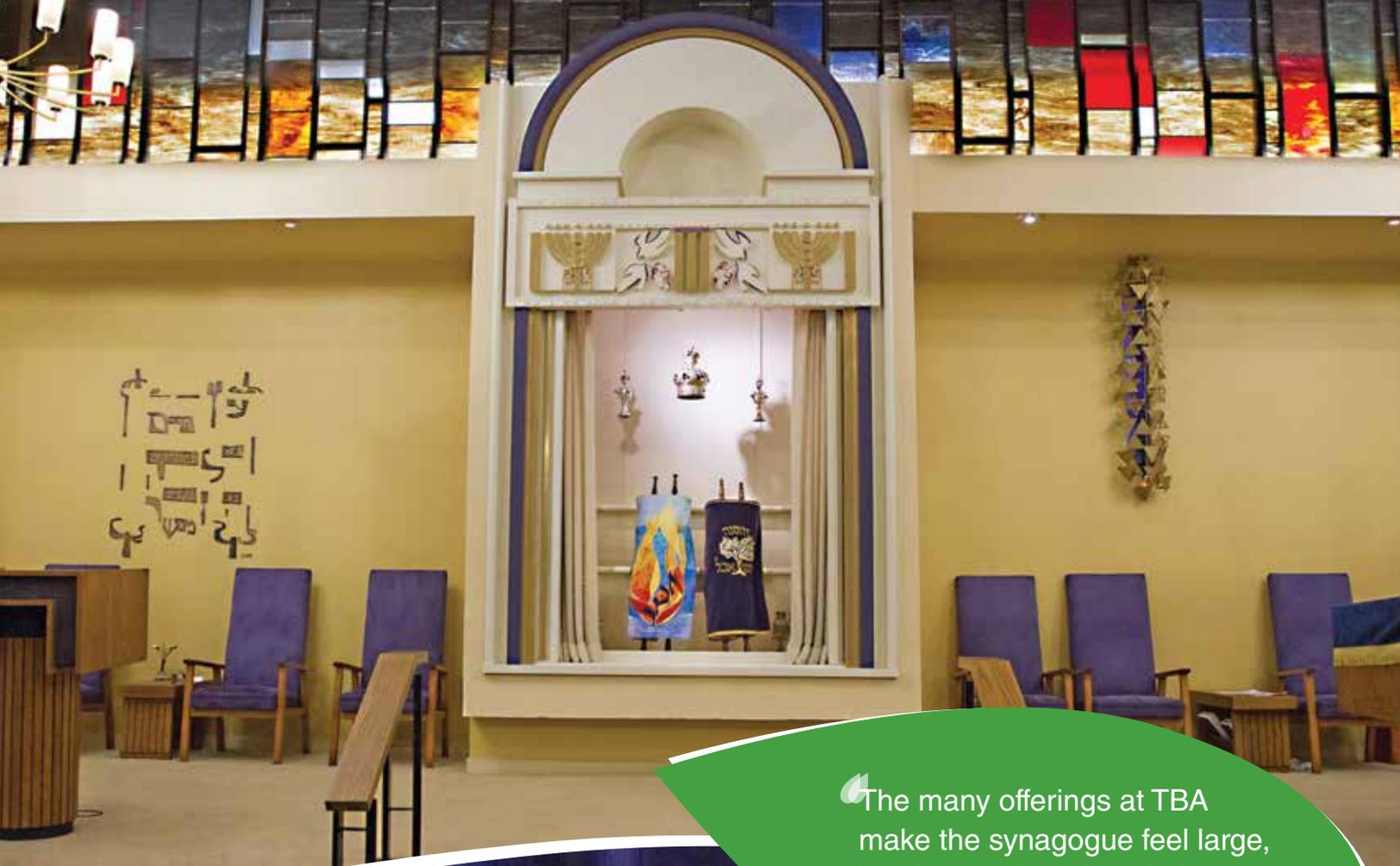
  
Deborah Schutzman



“Rabbi Alison Adler is a gift. She and I shared a special moment when she officiated my Bat Mitzvah, her first at TBA in 2011...she came to be with my family as we recapped the beautiful life of my grandmother. I couldn't have imagined anyone better to stand next to me, honoring my Grammy graveside.”

*Sarah Visnick*





“The many offerings at TBA make the synagogue feel large, but the smaller, close-knit community make the synagogue feel intimate and special.”

*Rob Leshin*



# From our presidents

For 114 years, Temple B'nai Abraham has served the 15 cities and towns of the North Shore Jewish community. Much has changed since the original 80 families raised funds to create what was then known as Sons of Abraham. Milestones include the dedication of our current building in 1963 and the merger with Temple Shalom in 2014.

But what hasn't changed is our community's sacred purpose to support all Jews through life cycle events, continue our traditions through worship and practice and educate the next generations.

As Presidents of TBA, we've all worked for the Temple's higher purpose to support thousands of services and hundreds of b'nai mitzvah, weddings, namings, celebrations and funerals that have taken place in our congregation.

Our rich history has been made possible by the generous financial support of countless people over the years from the original 80 families to the donors who funded our building in the early 1960's. Each donor's gift has ensured that TBA can continue to provide a spiritual and cultural home for our North Shore Jewish community.

Our last major campaign was over 60 years ago to fund our building. The goal of this drive is to build a substantial investment that will guarantee our financial security well into the future.

This transformative campaign is our turn to ensure that Temple B'nai Abraham can continue supporting the North Shore Jewish community. The money raised will be directed to our clergy, enable new innovative programming, grow our religious school and fund necessary improvements to our building.

Each of us support this campaign and we ask you to join us to ensure that TBA can continue to thrive into the future.

## **TBA Presidents**

Ken Hartman	<i>2018-Present</i>	Barbara Weinstock	<i>1997-1998</i>
Alan Pierce	<i>2010-2018</i>	Helene Casella	<i>1994-1996</i>
Marty Greenstein	<i>2004-2009</i>	Richard Miller	<i>1992-1994</i>
Deb Willwerth	<i>2004-2006</i>	Elliot Weinstock	<i>1987, 1990-1992</i>
Jerry Schwartz	<i>2003-2004</i>	Roberta Graffam	<i>1987-1990</i>
Peter Gilmore	<i>2000-2003</i>	Bonnie Shelkrot	<i>1981-1982</i>
Mark Jacober	<i>1998-1999</i>	Bette Siegel	<i>1975-1978</i>
Joseph Scholnick	<i>1998</i>	Ralph Edelstein	<i>1969-1971</i>
Eve Noss	<i>1997-1998</i>		

# From the Rabbi

“This is one of the goals of the Jewish way of living: to experience commonplace deeds as spiritual adventures, to feel the hidden love and wisdom in all things.”

*Rabbi Abraham Joshua Heschel*

One thing I love most about Judaism is that it is based on, well, love itself. We relate to the world around us by means of compassion, hesed. Our values come to us through our Torah and all that has sprung from it, helping us not only to survive, but to thrive, generation after generation. For centuries, we have adapted and innovated, with Jewish study, traditions and ethics as our foundation.

We are already taking steps to address the changes and challenges of our time. There is an increasing amount of soulful and joyful music in the school and across the community. Online services and programming are the way of the future in congregations around the world, and it makes everything more accessible to friends who are homebound or living far away.

But there is so much more to our vision. In a society of increasing isolation, divisiveness and growing anxiety about the future, Judaism is countercultural. It is relationship and community driven. It teaches about empathy and responsible action to better the world, and that any moment and any place is a possibility for an encounter with the Divine. TBA embodies all of this and more.

We are actively reimagining what it means for all generations to be part of a whole, inclusive Jewish community that nourishes spiritual wellbeing, joy and resilience. Our children and grandchildren are carrying a lot of stress and families are struggling. They need to experience Jewishness as a source of uplift and strength. For example, our B-Mitzvah process includes entire families exploring what it means to become a teenager in the 21st century, even as we read from a 200-year-old Torah scroll that survived the Holocaust. Our young people will face increasingly hostile challenges to their Jewish identities, and we must prepare them as best as we can, and be an ongoing source of support.

Our ancestors in the desert were asked to build a mishkan, a sanctuary and dwelling place for the Divine, with materials and skills, but also with *Nediv Lev*, “a generous heart.” They responded with an outpouring of generosity. As newly freed slaves they moved from a mentality of fear and scarcity to one of meaning and abundance.

It is in this spirit that we will strengthen our own mishkan, not as “fund-raising,” but as a soul-raising activity, guided by our essential values. Your partnership and generosity are a mitzvah. Please join me on this important journey, and give generously, with your whole heart.

Shalom,  
Rabbi Alison Adler



Generous Heart  
NEDIV LEV נדיב לב



Temple B'nai Abraham  
TO LEARN. TO LOVE. TO LIFE!



# Continuing the journey together

## The case for giving

“A new Hebrew Colony” was how the *Beverly Times* reported the establishment of Congregation Sons of Abraham and Isaac in 1908. Fast forward 114 years and reflect on how far we have come since those first services we held in the rear of the Wood Building on Rantoul Street.

Behold our beautiful building, serene sanctuary, lovely chapel, splendid children’s learning center and classrooms, and rich library. Together, we have shared many tears of joy and those of sorrow through celebration and consolation in the very best of times and some of the worst of times. This reflects the continuum of a loving, vibrant, and caring community that has bound us together on our century-old journey.

Much has changed for Jewish institutions since the Temple’s founding. Yet, through it all, TBA is poised to remain the center of Jewish life in the greater Beverly area for generations to come. Our strength reflects our founders, leaders, and ancestors’ commitment to ensure that TBA is here for us. And now it is our turn to fulfill this same promise to the generations who follow us.

Responsible stewardship requires we ensure our future. Membership dues and annual fundraising maintain our temple’s daily functions. The Campaign for the Future will generate critically needed revenue to support three strategic goals.

### **Rabbinic Chair Endowment**

To guarantee outstanding clergy leadership through investment in compensation, scholarship and ongoing support

### **Capital and Security Improvement**

To modernize and improve our large, multi-purpose building so that it remains the central venue that offers opportunities for members and the greater community to gather in a safe, modern, ADA compliant and technologically-enriched environment.

### **Education and Program Enrichment**

To enhance and expand our spiritual and innovative programming to provide meaningful opportunities for members and the greater community – at every age and interest level – to learn, explore and make a difference. Likewise, these resources will enable us to support and grow our Religious School and to make our Temple community accessible and affordable to all without increasing dues or fees.

Building upon its strong foundation, TBA embraces the campaign for the future from a position of strength. This will secure permanent resources to plant, grow and sustain our future.

From Generation to Generation, let us all stand together. Let us honor our past, look forward with confidence to our future with each of us doing our part to the very best of our ability.





# Programs at TBA

TBA is committed to inclusion. I am a voting member, and we are constantly reaching out on social justice issues. Our connection to ECCO and our position on LGBTQI rights also speak well for our position on social issues.

*Tim Averill*

When I have lost family members or have faced serious medical problems, my TBA family seeks me out to find ways to support me without me ever asking for support.

*Paul Weinberg*

## Religious Services

Musical Friday Nights with Rabbi Alison Adler and Aaron Zev Katz  
Healing Services  
Shabbat By The Sea  
Social Action Shabbat  
Neighborhood Shabbat  
LGBTQI Pride Shabbat  
Tikkun Leil Shavuot  
Havdalah and Fire Pits

## Holiday Celebrations

Sukkah Decorating  
Simchat Torah Celebration  
Tu B'shevat Seder  
Purim Celebration  
Passover Seder  
Holiday and Shabbat Gift Bags

## Learning

Meah and Meah Select  
Parenting through a Jewish Lens  
Adult Education Programs  
Adult B'nai Mitzvah Program  
B-Mitzvah Family Program  
Parent and Family Education Programs

## Events and Programs

Sons of Jacob Speaker and Music Series  
Sisterhood Comedy Night  
Sisterhood Donor Luncheon  
Sisterhood Author Brunch  
Sisterhood Ladies Latkes and Libations  
Annual Gala  
L'Chaim Music Ensemble  
Brotherhood Sports Breakfast  
Brotherhood Knishes and Klezmer  
Cooking Workshops (bagels, challah, falafel, hamantashen)

## Community Outreach

Family Promise  
Monday Night Supper  
ECCO Interfaith Social Justice Work  
Peah Garden Donations to Food Pantry

## Member Support

Bikur Cholim

# TBA history timeline

1908

On June 4, 1908, Congregation Sons of Abraham was established to serve the religious needs of the growing Jewish population in Beverly. Now well into our second century, Temple B'nai Abraham remains the spiritual, educational, and social center of Jewish life for over 15 cities and towns in the Greater Beverly area

The local Hebrew colony formed a congregation, known as the Sons of Abraham, and with 80 names on the list, will meet in the Wood Building at 71 Rantoul Street, at the corner of Rantoul and Pleasant

1913

A cornerstone was laid at the Bow Street Shul for the newly named Congregation Sons of Abraham and Isaac

1960

Fundraising began for a new building on East Lothrop Street

1962

Dedication of the new Temple building

1975

First female Temple President – Bette Siegel was elected

2007

Temple B'nai Abraham Interfaith cemetery established

2011

First female Rabbi, Rabbi Alison Adler

2014

Temple B'nai Abraham merges with Temple Shalom of Salem

2018

Bylaws are amended to include Krovei Yisrael, designation we use for non-Jewish spouses, domestic partners and children of Jews, to allow inclusivity for board of directors and committee participation, secular participation and voting rights

2022

Launch first fundraising effort since 1960, Nediv Lev



My favorite program is the Pe'ah Garden because my sister and I run it and it is becoming more integrated by having the 6/7th Graders involved on Sundays.

*Kevin Tsukroff*

TBA checks all of the boxes with a terrific Rabbi, great leadership, a wonderful congregation, an active social action committee, great services, a terrific Hebrew School, strong financial stewardship and a community that I am proud to be a part of.

*Arnie Cowan*



# The Jewish value of Nediv Lev

וְיִקְחוּ-לִי תְרוּמָה מֵאֵת כָּל-אִישׁ אֲשֶׁר  
יִדְבְּנוּ לְבוֹ תִקְחוּ אֶת-תְּרוּמָתִי.

You shall accept gifts for me from every person  
whose heart inspires them to generosity.

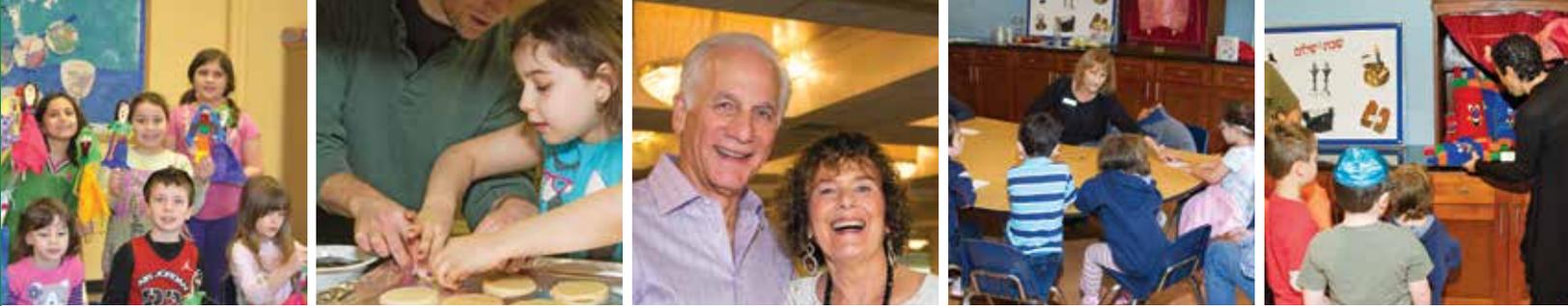
(Exodus 25:2)

During their journey in the desert, the Israelites build a mishkan, a portable sanctuary, with gifts from everyone, “whose heart inspires them to generosity - yidvenu libo.” Nediv Lev means “generous heart.” Only through the generous, compassionate, loving heart can this mishkan be built, where the Divine and community dwell. So too in our TBA community.

## Our guiding values

TBA's values express our highest aspirations for who we are and who we hope to be as a congregation. They are a touchstone for us to reflect on, in our actions and our decisions, guiding us in our life together as a Jewish community. The values address our commitment to caring for each other and our actions in the larger community.

קהלה	<i>Kehillah</i>	<b>Commitment to Community</b>
צלם אלהים	<i>Tzelem Elohim</i>	<b>Inclusion and Human Dignity</b>
מחלוקת לשם שמים	<i>Machloket l'shem shamayim</i>	<b>Debate for the Sake of Heaven</b>
לימוד תורה	<i>Limmud Torah</i>	<b>Lifelong Jewish Learning</b>
רוחניות	<i>Ruchaniyut</i>	<b>Spirituality</b>
ארץ ישראל	<i>Eretz Yisrael</i>	<b>The Land of Israel</b>
תקון עולם	<i>Tikkun Olam</i>	<b>Repair of the World</b>



## Breakdown of Giving

Total	5-Year Annual	Monthly	Daily
\$ 250,000	\$ 50,000	\$ 4167	\$ 137
\$ 100,000	\$ 20,000	\$ 1,667	\$ 55
\$ 72,000	\$14,400	\$ 1,200	\$ 39
\$ 54,000	\$ 10,800	\$ 900	\$ 30
\$ 36,000	\$ 7,200	\$ 600	\$ 20
\$ 27,000	\$ 5,400	\$ 450	\$ 15
\$ 18,000	\$ 3,600	\$ 300	\$ 10
\$ 10,000	\$ 2,000	\$ 167	\$ 5
\$ 7,200	\$ 1,440	\$ 120	\$ 4
\$ 3,600	\$ 720	\$ 60	\$ 2
\$ 1,800	\$ 360	\$ 30	\$ 1

## **TBA Board of Directors and Officers 2021/2022**

### **Officers**

**President:** Ken Hartman  
**First Vice President:** Bonnie Kaplan Goldsmith  
**Second Vice President:** Linda Goodspeed  
**Treasurer:** Michael Katzenstein  
**Financial Secretary:** Tom Cheatham  
**Recording Secretary:** Cara Kepnes  
**Board Liason:** David Carnevale

### **Directors**

Jane Cohen  
Lorraine Der  
Eileen Edelstein  
Robert Freedman  
Cindy Lann  
Rob Leshin  
Alan Pierce  
Donna Pierce  
Bonnie Shelkrot  
Larry Taitlebaum  
Ben Weiss

