



BUILDING OUR FUTURE TOGETHER

A Capital Campaign for the Jewish Community Alliance

To ensure the financial sustainability of our Jewish Community Alliance.

To affirm the future of the Jacksonville Jewish community.

To remain a distinct and dynamic town square reflecting the rich diversity of the greater Jacksonville community.

These are our goals as we embark together on a historic fundraising initiative, *Building Our Future Together*, a bold, \$12 - \$14 million fundraising campaign.

- *“Our JCA is at the top of its game right now. But we need to do more to stay there. This campaign is about the future of our Jewish community. We need to keep going and growing so that we are here 50 years from now, even 100 years from now.”*
-Campaign leader whose family has lived in Jacksonville for five generations
- *“Our JCA has strengthened the core of the Jewish community. We now need new dollars to keep our building and offerings first-rate, and to continue to provide a place for our kids and grandkids to meet one another - and make connections for years to come.”*
-Campaign leader who is firmly invested in the future of our JCA

Our JCA, founded and nurtured by visionaries 34 years ago, is on the brink of exciting, generational changes.

Our JCA is a unique place - perhaps the only place - that draws a broad cross-section of the Jewish community together, along with a diverse array of members who aren't Jewish, with whom we continue to build lasting friendships under a uniquely Jewish roof framed by Jewish values.

Our JCA, since its founding, has continually ascended to become a beacon for Jewish living, a sacred space that endures; a tapestry of offerings woven together by our superb staff who are driven by passion and purpose.

Our JCA complements our religious congregations, often attracting Jewish people, especially in the younger generation, who are not connected to a synagogue. Reflecting national trends, our JCA typically reaches more people of Jewish faith each day than weekly attendance at Shabbat services at all of Jacksonville's synagogues combined.

Our JCA honors and celebrates diversity. People from throughout the greater Jacksonville community - at all ages and stages of life - benefit from our enriching facility.

Our JCA creates a sense of belonging for those it touches. Our JCA reveals the diversity of the American, Israeli and global Jewish experience to individuals, families and groups of all faiths and backgrounds.

WE ARE PROUD THAT...

- **Our JCA** welcomes more than **6,000 members and guests** from throughout the greater community each week for educational, recreational, cultural, health and social programming. For many, it is their home away from home.
- **Our JCA** enriches the lives of **hundreds of seniors daily** through personal training and specialized classes to help this growing population stay active, mobile and engaged.
- **Our JCA** hosts more than **20,000 public-school students** each year for character-building theatre programming. Additionally, **hundreds of early childhood educators** rely on our JCA to help them improve their work.

Other communities across the country point to our JCA as a model. We can be proud. Look at what we've built! Together. In just 34 years, our JCA has become Jacksonville's hub of Jewish life and a recognizable and widely admired brand across the region.

GREAT JEWISH FUTURE

We now have an opportunity to make a major investment in the future, not only to secure our JCA's place as one of Jacksonville's premier institutions but also to engage younger, consumer-driven members of our community, many of whom reflect our changing Jewish population.

National surveys tell us that younger Jewish people are less inclined to engage with Judaism in traditional ways, preferring instead institutions that provide experiential opportunities, a chance to meet others and make new Jewish friends in a welcoming environment.

These factors are especially important in rapidly growing Jewish communities in the South, like Jacksonville, where the Jewish community has become increasingly spread out and everyone no longer "knows each other." With newcomers abound and often, our JCA is their entry point into Jewish life.

In short, in today's changing Jewish world, to have a great Jewish future, we need a great JCA.

“BUILDING OUR FUTURE TOGETHER”

Just as in any successful business, the time has come to upgrade and modernize our JCA to keep pace with the marketplace and remain one of Jacksonville’s most outstanding cultural, educational and recreational institutions.

Thanks to the vision and passion of our founding families, decades of superb executive leadership and outstanding lay governance, our JCA has attained a national level of excellence. According to the Jewish Community Center Association’s benchmarking process, we rank at the top in every important category.

To sustain our achievements and embrace our future boldly, we are embarking on a \$12-14 million capital campaign, *“Building Our Future Together.”*

As donors step forward to make this collective investment, we will be positioned to expand JCA usage, adding more than 2,700 square feet to our first floor and a 7,500 square foot second story. This expansion will provide room to accommodate the growth we have achieved and propel each of our signature offerings to new state-of-the-art levels. *(See the attached project overview.)*

WHY AND WHY NOW?

Ask yourself: “Why is this campaign important? And why now?”

- Because what we achieve will define us and transmit a powerful message to our children and grandchildren about the importance and centrality of community, and continuity in Jewish life.

- Because there is an urgency calling us. Not just in terms of the much-needed upgrades and expansion; we are being challenged to embrace the opportunities that await us.

The time has come. This is the moment for our founding generation to lock arms with future generations - *together* - to lead us into tomorrow, sustain our culture of excellence and build upon our decades of achievement.

Saying yes to the future depends on each of us.

Building Our Future Together belongs to all of us.

Let’s make history together!

ADDENDUM

Building Our Future Together: Campaign Project Overview

A Whole New World of Opportunities

When we are finished, our community's investment in Building Our Future Together will add more than 2,700 square feet of new first-floor space, a 7,500 square foot second story and a dynamic redesign of our current space. As a result, a whole new world of opportunities will be created. Here's a closer look:

- Our revered **Michele Block Gan Yeladim Preschool & Kindergarten**, a gateway for young families to become lifelong JCA members, will add new learning centers and play space areas. Our extremely popular youth services space will be expanded.
- Our dynamic aquatics center, which includes the **Howard and Joy Korman Outdoor Pool**, will add new water park-like features such as a splash pad zone for children and year-round swimming to expand programs and family play opportunities. In addition, we will add more shaded areas, family changing rooms and food stations.
- Our **Jewish Federation & Foundation of Northeast Florida** will have a new space on the second story to increase its planning, fundraising and community relations activities.
- Our heavily used wellness and fitness center will add a warm water therapy pool and additional fitness studios for Pilates and personal training. These additions will enhance this premier environment in our building and provide more opportunities to enrich the lives and health of our members.
- A fully redesigned lobby and entranceway will create much larger welcoming space, affirming our JCA as a venue where all are welcome and community members can gather at any time. The expanded space also will provide room for the enhancement of our **Vandroff Art Gallery** and the creation of a dynamic display of the history of Jewish Jacksonville.
- Funds raised will expand our reach, engagement and presence in the broader Jewish and greater Northeast Florida communities. This strategic path will continue to position our JCA as Jacksonville's top early childhood educational, cultural and recreational facility.

