



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, \$18.4 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 in 1988, 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 **7,500 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 specialized classes, personal training and social activities, to help this growing population stay active, mobile and engaged.
- **Our JCA** hosts more than **28,000 public-school students and chaperones** each year for character-building theatre programming. Additionally, we serve as a unique source of professional development for **local early childhood educators**.

Ranked the number one Jewish Community Center in North America, other communities across the country point to our JCA as a model. We can be proud. Look at what we've built! In the last 36 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 have an opportunity to make a major investment in the future, not only to secure our place as one of Jacksonville's premier institutions but 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." As we see newcomers abound, our JCA is often an entry point into Jewish life. In short, in today's changing Jewish world, to have a great Jewish future, we need a greater 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 \$18.4 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 15,000 square feet of additional space with a new two-story building. 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?

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.

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.

Every brick counts! Let’s make history together.

Building Our Future Together: Campaign Project Overview

A New World of Opportunities

When we are finished, our community's investment in **Building Our Future Together** will add more than 15,000 square feet of space with a new two-story building and a dynamic redesign of our current space. As a result, a new world of opportunities will be created.

Here's a closer look:

- 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 top-rated JCA as the friendliest, most engaged, frequently visited Jewish Community Center in North America.
- Security enhancements in the **J Wayne and Delores Barr Weaver Welcome Area** and throughout the JCA will allow better service and safety for members and guests alike. A fully redesigned **Chepenik, Markowitz, Movsovitz Lobby** will create much larger welcoming space, affirming our JCA as a venue where community members can gather at any time. The expanded lobby leads into our updated **Vandroff Art Gallery** and provides space for the creation of a dynamic display, **The Setzer Family "History of Jewish Jacksonville."** Additionally, a 27-foot interactive wall will help us share tangible learning experiences about Israel.
- Our award-winning **Michele Block Gan Yeladim Preschool & Kindergarten**, will add new classrooms, learning centers and play space areas, containing a range of stimuli to help children engage their senses. Our extremely popular youth services space will be expanded with five new classrooms, a technology room, a tutoring room and a common area for children in our After School programs. In addition to multiple backstage improvements, a new curtain will hang in the **Bessie Setzer Frisch Auditorium**, lighting updates will be made, and ceiling mounted microphones will be installed.
- Our newly named, **Selevan Family Aquatics Center**, home of the **Howard and Joy Korman Outdoor Pool** and the **Richter Family Indoor Pool**, will add a splash pad with water play features, a grassy area with shade structures. The outdoor pool will be heated for year-round swimming and provide an opportunity to expand our aquatics programs. Additionally, we will add five new family changing rooms, updated locker rooms, a new picturesque ceiling, and a new indoor pool deck.
- Our **Jewish Federation & Foundation of Northeast Florida** will have a new larger space to increase its planning, fundraising and community relations activities.
- The best Fitness and Wellness Center in Jacksonville will be redesigned to offer expanded locations for our local wellness partners. The **Miller Families Fitness & Wellness Center** will see renovations including a larger fitness center. Also included in the wellness wing will be a large personal training studio, Pilates studio, and a new outdoor area called, *Eiffel's Playground* - named for the late and beloved Eiffel Gilyana.

