

## 2018 Capital Campaign Pledge Form

**Building Our Future: 100% will go towards expansion and improvement of the building and grounds.**

I am/We are pleased to pledge \$ \_\_\_\_\_ to Seaside Jewish Community's Capital Campaign, the purpose of which is to expand and improve Seaside's building.

**I/We plan to pay the pledge (Choose one):**

- Now. A check is enclosed for payment in full.
- Later in one payment. Billing options:
  - No bill needed. We will mail a check by \_\_\_\_\_ (date).
  - Mail an invoice on \_\_\_\_\_ (date).
  - Email me a PayPal invoice so that I/we can pay by credit card on \_\_\_\_\_(date).
- Later in multiple payments. Please fulfill your pledge by 2022. Please bill us:
  - Annually in \_\_\_\_ (number) annual installments starting \_\_\_\_\_ (date).
  - Quarterly in \_\_\_\_ (number) quarterly installments starting \_\_\_\_\_ (date).
  - Monthly in \_\_\_\_ (number) monthly installments starting \_\_\_\_\_ (date).

**Acknowledgment (Choose one):**

- Seaside may use my/our names to appear in campaign reports and other Seaside publications. This is the way we prefer to be listed:  
\_\_\_\_\_
- Seaside may NOT use our names in Seaside publications as supporting the campaign.

**Donor Information (Please print)**

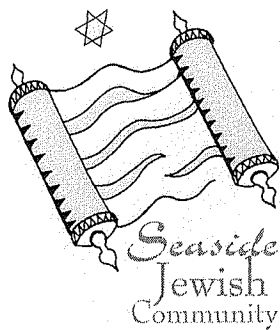
Name(s) \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_

- This gift will be matched by (Company/Foundation)  
\_\_\_\_\_

**X** Sign and date: \_\_\_\_\_ Date \_\_\_\_\_

Seaside Jewish Community is a 501(C)3 nonprofit organization; donations are therefore tax deductible to the fullest extent of the law. Please contact Treasurer Eric Doroshow at 302-998-0100 or via email at ericdoroshow@dplaw.com with any questions regarding this campaign.

Please return this form to:  
**Seaside Jewish Community**  
**PO Box 1472**  
**Rehoboth Beach, DE 19971**



Seaside Jewish Community  
P.O. Box 1472, Rehoboth Beach DE 19971  
www.seasidejewishcommunity.com  
(302) 226-8977

Building Our Future

July 15, 2018

Board of Directors

Buddy Feldman  
DrIrwin@verizon.net  
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Alyssa Simon  
foreverrose1897@gmail.com  
Co-President

Anita Smulyan  
anitasmulyan@comcast.net  
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EricDoroshow@dplaw.com  
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dudoff3@gmail.com  
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carole.ash18@gmail.com

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marshad501@gmail.com

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stanley@silverelectricllc.com

*Religious Leader*  
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reblisa@yahoo.com

*Rabbi Emeritus*  
Rabbi Beth Cohen  
bethcohen@verizon.net

*Religious School Director*  
Joel D. Simon  
joel.simon2420@gmail.com

*Immediate Past President*  
Mike Saltzman

Dear Friends,

At a recent celebration at a friend's home, I looked around and realized that without Seaside, I would have never met my hosts or many of the guests. Our Seaside friends have immeasurably enriched our lives at the beach – a source of support, the core of social get-togethers, good conversations and shared times. What an amazing experience, all thanks to Seaside.

My Seaside circle continues to grow. In fact, Seaside is growing so rapidly, we now fill Seaside's building to overflowing.

The House Committee has been working diligently on expansion plans. These plans call for more than doubling Seaside's "footprint" and also adding features for improved accessibility, such as wider stairs up and down, an elevator with access to all levels, and other critical improvements for spiritual, social, and educational programs.

Recently, the Capital Campaign Committee held our first events to talk about raising the funds needed to pay for this essential project. I believe we are looking at a total cost of about \$600,000.

Seaside has allocated \$250,000 from reserves. **The rest is up to the rest of us!** I am happy to report that the early events generated excitement and support, and we already have \$195,000 in signed pledges, including 100% support of our Board and Capital Campaign Committee.

The enclosed materials tell you the story of Seaside Jewish Community's growth and accomplishments. I am inspired, and I hope you will be, too.

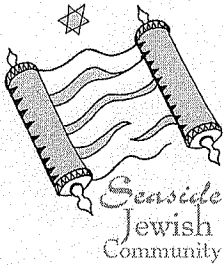
I am looking for 100% participation from our members. **Every gift counts.**

- Make a one-time payment by check or credit card, now or later;
- Choose annual, quarterly, or monthly billing if you prefer, and spread payments over time, up to 5 years;
- Charge your gift through Pay Pal;
- Make your gift directly from your IRA Required Minimum Distribution (RMD) -- an enclosed information sheet explains benefits to donors;
- Transfer appreciated stocks, bonds, or other securities.

**Please send in the enclosed pledge form or your gift today,** and become an architect of Seaside's future.

With sincere thanks for your support,

*Marilyn Feldman*  
Capital Campaign Chair



## Seaside Jewish Community 2018 Capital Campaign Building Our Future Case for Support

### **SEASIDE IS GROWING AND WE NEED YOUR HELP TO EXPAND OUR BUILDING!**

It has been 21 years since a group of Jewish residents in Rehoboth Beach first responded to an article in the *Cape Gazette* and celebrated a Passover Seder together. From this event, a community evolved that now numbers nearly 500 members.

Seaside Jewish Community is a vibrant congregation that is the fastest growing and among the largest Jewish communities in Delaware. We support a variety of functions, including religious services, a religious school, activities for teens, and adult educational and cultural programs, all housed in a permanent home on Holland Glade Road. Our building, fully paid for through two successful fundraising drives, was purchased in 2006 when Seaside had 200 members. It consists of a modest sanctuary upstairs and a lower level configured to serve multiple purposes, such as classes, committee meetings, and group activities. These spaces are now filled, sometimes beyond capacity, several times a week.

**WE HAVE CLEARLY OUTGROWN OUR SPACE!** In the last five years, adult membership has increased by more than 40 percent and the number of children has increased by nearly 60 percent. Based on these trends and a continued demographic explosion projected for southern Sussex County, it is likely that Seaside membership will grow by at least another 40 percent over the next five years.

With this amazing growth, Seaside remains a welcoming, egalitarian, and inclusive community that is a beacon of Jewish life in Sussex County that outshines many larger Jewish communities nationwide while promoting a sense of "extended family" among our members. Scholarly presentations enhance the community's knowledge on Jewish and lay topics; meetings coordinate such initiatives as interfaith programs in the broader community; cultural programs engage the community; and compassionate services assist those needing support due to illness, loss, and economic issues.

All of these programs succeed through the services of an army of volunteers. We acknowledge with gratitude those who, from Seaside's infancy through today's leadership, have generously nurtured and creatively attracted our growing membership and expanded activities.

**NOW IS THE TIME TO ACT!** We have formed a Capital Campaign Committee charged with coordinating a drive to raise the funds to expand our existing building. We are not talking about a grand edifice but rather a two-story addition that will double our modest footprint and more easily accommodate our needs and continued growth in membership and programming now and for the foreseeable future. Imagine how much more we can accomplish in a space that is twice the size of our current facility!

Early estimates indicate that this addition will cost approximately \$600,000. Although not everyone will be in a position to make a significant financial commitment, just as members of nuclear families all share responsibilities, so must all of us in the Seaside extended family do the very best that we can to help realize our goal. If a considerably smaller group produced our current building without encumbering an extended mortgage, imagine what all of us collectively can do now to ensure a building to meet our current needs and sustain us through future growth from generation to generation.

Please consider what propelled you to join or to support Seaside. Think about the fact that we represent the only Jewish congregation in the area. Recognize how unique we are -- while other faith-based organizations across all denominations struggle to retain members and attract new families, we have been growing every year. We must be doing something right! Why support Seaside? Take a look at the next page where we give you plenty of reasons, and then contribute what you can.

*L'dor va'dor!*

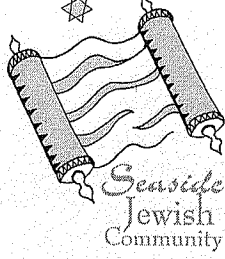
## WHY SUPPORT SEASIDE JEWISH COMMUNITY?

### Who We Are

- We are a welcoming, egalitarian, inclusive extended family, embracing all levels of observance, LGBT and straight, interfaith families, youth and retirees;
- We are thriving as the fastest growing Jewish community in Delaware;
- We believe in and practice the principle of *L'dor va'dor*, passing down Jewish traditions from generation to generation;
- We believe in and practice social justice and strive to be a place where our children learn that this is a concept worthy of being preserved and maintained;
- We emphasize social interaction, spiritual worship, and educational, enriching programming that no other Jewish organization in the area can provide;
- We believe our building – and activities – serve as a visible Jewish presence and remind our neighbors of the Jewish commitment to the welfare of the entire community;
- We have a vision of how an expanded building can allow us to do even more for our community.

### What We Do

- We provide a space where families can gather and share our rich tradition;
- We help families celebrate all life cycle events;
- We maintain an active religious school to share our teachings and values with the next generation;
- We present the annual Alfred Gross Lectures featuring leading scholars;
- We co-sponsor the Jewish Film Festival with the Rehoboth Beach Film Society;
- We support community service projects, including donations of coats; assistance for the bereaved, ill, and needy; and contributing to worthwhile causes in the area;
- We participate in extensive interfaith initiatives to improve understanding and mutual acceptance in our community, including partnering with Epworth United Methodist Church in its meal programs for international students and for the homeless, and programs with Islamic and Christian organizations;
- We offer youth/teen programs for a rapidly growing segment of our Seaside community;
- We offer and maintain cemetery plots, in cooperation with St. Peter's Episcopal Church in Lewes;
- We hold annual High Holiday services that are open to all without charge and that attract several hundred people;
- We continue to celebrate Passover Seders together, with well over 100 attending annually;
- We accomplish these and other activities and services through a strong volunteer base.



# Giving through your RMD

Take Advantage of a Great Tax Break!

## Building Our Future: Contributions to Seaside Jewish Community from Required Minimum Distributions

The IRS mandates that you begin taking money out of your IRA at age 70 ½. This Required Minimum Distribution (RMD) usually increases your taxable income and may even push you into a higher tax bracket.

But here is a great way to potentially reduce your taxable income and help Seaside. Ask your financial advisor or brokerage company whether you can direct all or part of your RMD to be sent **directly** to Seaside. When done properly, your gift can be excluded from your taxable income, yet fulfills your RMD requirement.

**You can save on your tax bill, and you'll definitely be helping Seaside!**

Here are some important considerations:

- ❖ You must be age 70 ½ or older
- ❖ You must have the brokerage or IRA plan manager transfer the monies **directly** to Seaside
- ❖ The gift must be an outright gift, but the purpose can be designated

If you plan to take advantage of this opportunity, please indicate that intention on the donation form or notify us via email at [seasidejewishcommunity@gmail.com](mailto:seasidejewishcommunity@gmail.com) about your gift. Your IRA account manager will need the following information:

### Wire Transfer

FULTON BANK  
REHOBOTH BEACH, DE 19971  
Bank phone number: 302-227-0330  
Name on the account: SEASIDE JEWISH COMMUNITY INC  
Routing number: 031301422  
Account number: 5413-08906

### Check

Mail to:  
SEASIDE JEWISH COMMUNITY  
PO BOX 1472  
REHOBOTH BEACH, DE 19971

*Disclaimer: Everyone's situation is different and these rules can be complicated. This flyer is not tax advice. Please speak to your financial and tax advisors prior to taking any action; they can help you decide whether giving through your IRA is beneficial for your unique situation.*

**Please contact Treasurer Eric Doroshow  
with any questions.  
Phone: 302-998-0100  
Email: [ericdoroshow@dplaw.com](mailto:ericdoroshow@dplaw.com)**

Seaside Jewish Community is a 501(c)3  
nonprofit organization; donations are,  
therefore, tax deductible to the fullest  
extent of the law.