



VISION STATEMENT

Draft as of March 10, 2009

Transforming & Awakening the Jewish Community

The Campus for Jewish Life (CJL or the Campus) represents an innovative approach to strengthening the Jewish community by bringing together Jews from all backgrounds. Combined with an emphasis on Jewish pluralism, CJL will provide social, physical, cultural, and educational opportunities beyond those which exist in other settings. This vision will be embodied in the soon-to-be-built Campus in East Brunswick.

The Pavilion will be the focal point of the Campus. This 50,000-60,000 square foot, state-of-the-art building is designed for environmentally-sustainable approaches that will respond to the many needs of the local communities. Facilities, services, and programming will incorporate the offerings of diverse Jewish agencies and needs. The Campus for Jewish Life will be universally accessible and inviting.

As the lay and professional leadership embark on this journey of transformation, we envision the following critical components of success:

Family-Oriented

The Campus will become the “living room of Jewish America,” providing a dynamic gathering space that meets the needs of the community now and in the future, for young children, teens, adults, seniors and generations to come. This *home away from home* will play a particularly critical role in serving our children through after-school programming and camp experiences, our seniors through social and educational programming, and people of all ages desiring athletic, social, and inspirational experiences in a Jewish context.

Open to All Jews

We have a wonderfully diverse Jewish community that worships in many ways and the Campus will celebrate this multitude of religious expression in ways supportive of synagogues; it will feature dedicated spaces where we can come together as one people. The facilities and programs will be developed in a manner that is accessible to all Jews while providing unique opportunities for distinct subgroups of our community.

Reflecting / Cultivating Jewish Values

The Campus will be a warm and welcoming space that will strengthen the core values of the Jewish community. Activities will encourage pride in and deepening identification with the Jewish community. We will structure our physical and programmatic offerings to be sensitive, flexible, and responsive to the ever-evolving priorities and issues for the Jewish community. CJL activities will embody Jewish ideals, being particularly cognizant of the role model we present to our children and teens: the Campus will operate in an environmentally conscious way (e.g., green building, bike parking, recycling, and energy conservation); we will act as a good neighbor to surrounding homes and organizations (e.g., maintaining clean grounds, promoting decorum, and partnering for local community safety); and tikkun olam - repair of the world

(e.g., providing space for community groups, raising awareness about important causes, and promoting increased cooperation across all segments of the Jewish community).

Strategic Jewish Partnering Organization

The Campus will support the efforts of other Jewish agencies and institutions for our shared goals of a thriving community. To this end, we envision CJL as a hub where Jewish organizations may be housed and where conferences and other special events will take place. Also, the Campus will be a vocal advocate in the larger community for shared causes with other Jewish entities.

Financially Strong

In order to sustain the highest quality and consistency of services and programs, we will implement sound fiscal mechanisms that are prudent, are strong enough to weather tough economic climates, and that include due diligence and transparency. Our sound and involved Board of community leaders will work hand-in-hand with the professional staff. We will adhere to strategic and cohesive financial plans with professional oversight following generally accepted accounting practices. CJL will include a strong endowment in order to keep the Campus thriving and self-sustaining.

Dynamic Facilities

The Campus for Jewish Life will be structured to serve thousands of people with innovative features that are environmentally sustainable, security conscious, and flexible to the size and type of events being hosted. The physical plant will be a “green building” at the highest level possible as it will incorporate renewable materials, consider the protection of natural resources like ground water, and promote energy efficiency. The Campus appearance will be welcoming, warm, contemporary and attractive, regularly updated, and well-maintained through a well-funded endowment.

In order to achieve these transformations, The Campus for Jewish Life recognizes the need for a strong financial standing and its community leadership will lead by example, making significant personal financial commitments to the Campaign.

Responsible financial stewardship and cultivation will be key to both the construction of the facility and the sustainability of the Campus through a strong endowment. CJL will thrive on the participation of and representation for all segments of the Jewish community. The realization of this vision will be achieved through the strong leadership of professionals and lay people who maintain a strategic and thoughtful approach throughout the evolution of the Campus for Jewish Life.