



**our** COMMUNITY.  
FUTURE.

A Capital Campaign for the Louisville JCC





## our J

### **JEWISH IN PURPOSE. COMMUNITY-WIDE IN SCOPE.**

We are the heart of the Louisville Jewish community. Since its beginning in 1890 as the Young Men's Hebrew Association (YMHA), the Louisville Jewish Community Center (JCC) has reshaped the Jewish community, becoming a cornerstone for Jewish life in Louisville.

We reach out to people of every age and circumstance with a warm embrace. We are the "home away from home" for the Jewish community and a gathering spot for families of all faiths, affiliations and backgrounds. Recognizing

Jewish identity is in a state of change, we ensure no matter what one's history or experience, families and individuals of all ages and backgrounds will find inspiration as they connect through The J.

## our COMMUNITY

### **ENGAGING MORE PEOPLE.**

We are at an exciting and transformative moment, a crossroad of the Louisville JCC's past, present and future that is rich with opportunity.

It is time to make some big changes that will enhance our JCC for the 21st century and allow us to continue impacting our members' lives for future generations. We are at the center of the



**"I finally understood the power that youth have to make changes in our society."**

- Abigail, age 18, BBYO Jay Levine BBG Chapter

*Its about being more*

national movement of JCCs throughout North America, where we connect with more than two million participants every year.

We have never been more prepared, nor had more support, to fulfill the vision to build a new JCC. Over the past two years, hundreds of members and community leaders have been involved in our JTomorrow! Strategic Planning process.

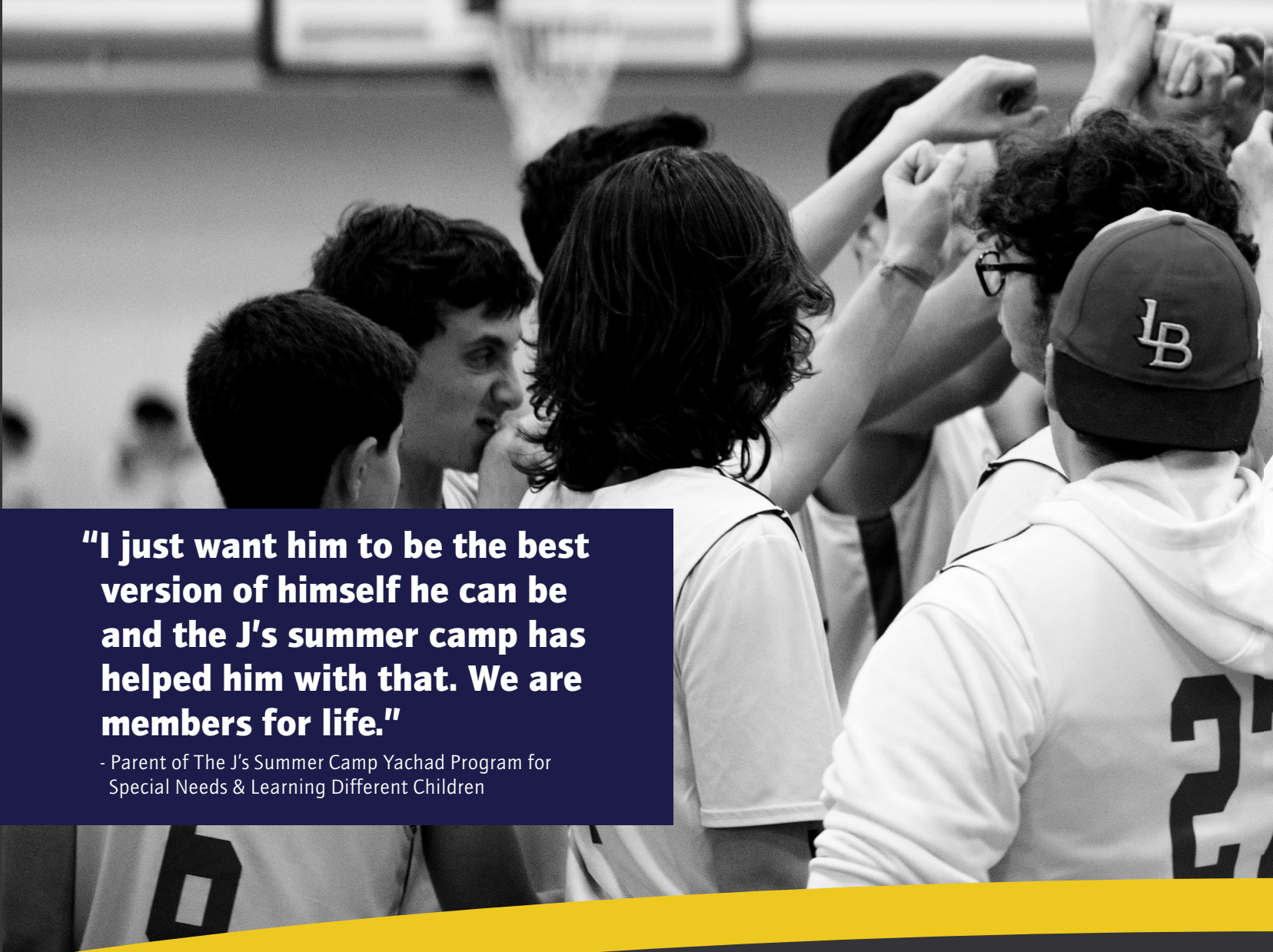
We have enlisted community leaders and experts in their fields. We have held charrettes to hear feedback from our community. We have conducted a capital campaign feasibility study. We have developed site utilization plans and completed financial proformas; and so much more.

Now more than ever, we are positioned to take on a once-in-a-lifetime opportunity to build a new JCC.

**This is a transformational project, one that will change the landscape of both our Jewish community and the greater Louisville community.**

Our new JCC will be unlike any other facility in Louisville, allowing us to inspire and engage more people than ever. We will bring people together for exceptional experiences, helping them define their Jewish journey. Our new building and expanded campus will allow us to touch those who have become dis-engaged or never experienced the delight that is The J.

Our new campus will preserve what we do well and begin to develop a whole new era of programs, services and engagement within our Jewish community.



**"I just want him to be the best version of himself he can be and the J's summer camp has helped him with that. We are members for life."**

- Parent of The J's Summer Camp Yachad Program for Special Needs & Learning Different Children

Our new building will be the right size and space, energy efficient and state-of-the art.

Building and upgrading our infrastructure will provide a solid foundation for sustainability and increased capacity to touch lives.

Each of these new features will enable us to grow our four core revenue drivers and program areas. Our JCC is bursting at the seams. It's our time to make these changes.

#### **Core Program Areas:**

- Cultural Arts
- Health and Wellness
- Seniors
- Youth, Preschool, and Camp

#### **Our Health and Wellness department is a healthy and popular destination for the entire family offering fitness activities and sports leagues:**

- Helping more than 7000 members reach their fitness goals whether through personal training, swim lessons, group fitness or weekly workouts.
- The Kindred Active Adult Series hosts regular and one-time events that will stretch the mind and body, from Pickleball and Tai Chi to gardening and nutrition.



*Imagine our new JCC*

**Proposed features of our state-of-the-art Louisville JCC:**

- A new 102,000 sq. ft campus building
- Welcoming, secured central lobby, gathering areas and art space
- Over 30,000 sq. ft in best-in-class health and wellness facilities
- Modern indoor aquatics center with lap pool and family recreation area
- Contemporary community theatre with flexible, multi-purpose space for large events
- Bright, engaging and safe early childhood learning center with multi-use classrooms allowing for evening and weekend Jewish education
- Dedicated and private greenspace for summer



**"This program saved my life."**

- Senior Wellness Participant

**Our JCC embraces children in preschool, camp and youth programming through a Jewish lens:**

- Our award winning BBYO Leadership program provides meaningful Jewish experiences for more than 120 teens through social, educational and volunteer events.
- The Early Learning Center (ELC) provides a nurturing environment for more than 90 children, 6 weeks to 5 years old. They experience activities in spoken Hebrew, physical education, swimming and music. The ELC was recently awarded a four-star rating by STARS for KIDS NOW, Kentucky's voluntary, quality initiative for child care providers; four stars is the highest rating awarded.

- Camp J provides a safe, caring and stimulating environment where more than 500 children develop life-long relationship skills. By employing Yachad Advocates, Camp J is an inclusive camp, where children with special needs attend camp alongside their neurotypical peers.

**The J Healthy Senior Adults Program provides a comprehensive wellness program that links nutrition and exercise and nurtures the mind, body and spirit.**

In addition, we are a place where seniors are welcomed, respected and cared for through programs in recreation, education, cultural activities and independent living.



## *Everyone is welcome*

- Serves more than 11,700 kosher meals to older adults through homebound meal delivery and Senior Lunch at The J.

### **Our commitment to Jewish education and the arts fuels us to be the cultural hub of Jewish Louisville.**

- For 20 years, The J has produced the Annual Jewish Film Festival. The Festival occurs over two weeks, features a minimum of 10 films and draws a crowd of 1,400 people.
- Each season, CenterStage embarks on producing 5-6 ambitious Broadway classics to an audience of over 15,000 people.
- CenterStage Acting Out is a professional, touring theatre program that performs educational and socially relevant musical productions for more than 10,000 students throughout Louisville, Indiana and Kentucky.
- CenterStage Academy is a youth musical theatre training program that gives students the opportunity to discover and develop their talents as performers.
- The Jewish Community Relations Council is the eyes, ears, and voice of the Jewish Community. JCRC maintains strong relationships with elected officials and other faith groups. It monitors anti-Semitism and works with local school systems to ensure Jewish students are free from prejudice, proselytizing, and that Holocaust education is taught comprehensively and correctly.

# our FUTURE

## BEGINS WITH YOU

Just as our dedicated leaders and generous donors have done before us, our time is now to ensure that Louisville's home for Jewish life will continue to serve this community today and for generations to come. Your generosity will provide the tools to strengthen our Louisville JCC. Your kindness will provide a home away from home for our community to enjoy for decades to come.

You hold in your hands the opportunity to:

- Rebuild a welcoming home for the diverse and expanding Jewish community
- Impact and change lives daily
- Reach out to those who are not connected or marginally engaged
- Build a new, sustainable Louisville JCC

**We begin a new chapter in this incredible journey.**

**Join us in bringing this vision to life and ensuring a vibrant Jewish future in Louisville.**

**YOUR GIFT WILL INSPIRE JEWISH CONTINUITY.  
YOUR GIFT WILL BUILD A LASTING LEGACY.**

### **Capital Campaign Co-chairs:**

Madeline and Jerry Abramson

Dr. Jeff Tuvlin

Barbara and Frank Weisberg

### **Campaign Staff:**

Jon Fleischaker, Board Chair

Sara Klein Wagner, President & CEO

Stacy Gordon-Funk, Senior Vice-President of Philanthropy

Maury Young, Vice President and CFO

Thomas Wissinger, Vice President of Operations

**"Louisville simply cannot have  
a strong Jewish community  
without a vibrant JCC."**

- Interviewee from Feasibility Study



Jewish Community of Louisville

Together in Life, Learning & Leadership

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