



FREQUENTLY ASKED QUESTIONS

What is the need for a combined community capital campaign?

- The demand for all contemplated facilities *currently* exists. Our Lerner Day School strategically needs more classrooms; the community needs a shared communal gymnasium; the Federation has outgrown its rented space and needs a permanent home for Jewish Family Services and the Jewish Community Foundation; and interest in cultural and educational programming is at an all time high.
- Due diligence has guided the development of the Partnership since inception, including major studies to explore need, interest and financial capacity.
- All new spaces will be shared and utilized by multiple agencies within and outside of the Jewish community, to avoid duplication of facilities.
- The Partnership is a broad consortium of community agencies and programs.

How do we know the Durham-Chapel Hill Jewish Community supports these projects?

- A comprehensive Feasibility Study conducted in 2006 determined:
 - the community favored the notion of a joint project to establish shared facilities for our Federation and the Lerner Jewish Day School;
 - the component parts most critical to ensuring a dynamic future;
 - the feasibility of raising the funds required to achieve this project;
 - people in the community deemed capable of contributing sums required to meet the goal;
 - individuals to lead such an ambitious project;
 - the favorable timing to embark on this project; and
 - a campaign of \$6-7 million or more was feasible.
- An additional community-wide survey in 2006 showed that a majority of the community endorsed the concept of a JCC and were likely to become dues paying members, particularly seniors and young families.

Will this capital project develop new leadership and volunteers?

- Research shows that Capital projects almost always result in large amounts of new Jewish leadership, new volunteers for Jewish organizations, and new human capital.

How does the community benefit from a building partnership?

- The Partnership represents true collaboration across multiple agencies and Boards, including our Jewish Community Foundation, Jewish Family Service, Jewish Community Center, Jewish Federation and the Lerner Jewish Day School.
- The Partnership philosophy is to create shared facilities that serve the entire community, all ages and interests, including shared communal rooms for art, music, after school, and teen activity center; a community gymnasium, and atrium gallery space for exhibits.
- By approaching our community only one time for multiple projects, we achieve financial economies and provide multiple opportunities for long-term growth and vitality.

How will this project increase the amount of support services benefiting elderly populations?

- The facilities will generate tremendous opportunities to better serve our elderly Jewish community members and to provide new and improved programs and resources for them.
- Jewish elderly will have a dedicated senior activities center, expanded opportunities for adult education through the Federation, new fitness activities and cultural offerings at the JCC, and safe space for socializing and learning.

How do Jewish Community Centers benefit a community?

- Jewish Community Centers bring together highly engaged Jewish families, youth, young adults and seniors for outstanding cultural, educational, recreational, and social activities that benefit not only the local Jewish population, but also extend into the broader community.
- Research shows that members of JCC's are some of the most engaged members of the entire Jewish community.
- Members of JCC's across the country are strongly supportive of Israel and the mission of Jewish Federations.
- The current JCC programming in Durham/Chapel Hill has been tremendously successful over the last 5 years, with double-digit growth in programs, interest and participation.

How does a fitness center benefit the community?

- Many Jewish community members and others in the immediate vicinity do not have access to or belong to a fitness club. Surveys show that many Jewish community members will join the local JCC to be part of an important community resource.
- Our JCC Task Force develops program that respond to the needs of the community and that create incentives for people to join, pay dues and program fees as required. This reduces the overhead for providing critical program services and outreach. We are consulting with the Jewish Community Centers Association of North America to craft the program and fee structure.
- Major JCC programs include dozens of classes and programs annually in arts and crafts, music, lectures and athletics, with activity rooms for seniors and teens, cultural arts display areas, and performance spaces, etc. as part of the total plan.

How do JCC facilities contribute to interest in Israel?

- The JCC already does a great job in this area. It is our JCC that sponsors programs for Yom HaShoah and Yom Ha-Atzmaut, welcomes the Israel Scouts, supports the Maccabi Games and that hosts lectures on both cultural and political aspects of Israeli life. The JCC and Federation subsidize trips to Israel for teens and for seniors.
- Understanding and support of Israel is a principal goal of all the members of the Partnership.

How does the entire project build support for and between other Jewish organizations and Tzedakah?

- Multiple ways exist to build partnership programs between Jewish communal organizations to benefit local and regional communities. For instance, JCC and local synagogues can partner to reach out to synagogue members to familiarize them with the programming and activities the JCC has to offer, and in return allows the synagogue a forum to reach JCC members.
- There are many non-affiliated Jewish families in the Durham-Chapel Hill who will first make contact with the organized Jewish community through the programs and services offered in the new facilities, eventually becoming new supporters of the community, its institutions, and the many Jewish charitable causes both at home and abroad.
- The vast majority of Jewish members of JCCs are also members of synagogues.

How will this project strengthen efforts at Jewish continuity?

- Research shows that investments in Jewish education, Jewish camps and trips to Israel strengthen Jewish continuity.
- The proposed projects will lead to tremendous increases in Jewish children attending JCC camps, Jewish teens involved in Jewish activities, and Israel trips by Jewish youth.
- The proposed projects will lead to a 50% increase in the number of Jewish youth receiving a day school education in the community.
- The project will work collaboratively with local synagogues to reach out to unaffiliated Jewish community members.

How will this project benefit all local congregations?

- The Partnership is committed to enhancing the quality of Jewish life in the region, including encouraging affiliation at local synagogues
- The Partnership is committed to forming innovative collaborations that can mutually advance synagogue and partner interests.
- A stronger Jewish community that better meets the needs of its Jewish community is better able to recruit and retain committed Jewish community members.
- The JCC Task Force will consult with local rabbis to craft a policy to govern JCC activities on Shabbat, kashrut and other issues that have religious implications.

How will this project benefit Jewish communities across North Carolina?

- The Durham and Chapel Hill community has trained countless generations of students and leaders across the state who benefited from their time in the region, including their experiences at Duke and UNC.
- Many current and future Jewish leaders, including those that staff local Hillels, synagogues, and Federations, choose to come and stay in Jewish communities that offer services and facilities such as those proposed.

How will this partnership create a more diverse community?

- The Partnership has begun to reach out to all Jewish organizations in the community to ensure that all voices have input and participation in the campus expansion.
- The Partnership is forming collaborations with non-Jewish community organizations, such as the Maureen Joy Charter School, to ensure that facilities allow access to those with great needs.
- The Partnership's vision statement includes a commitment to embracing diversity on the campus.

How will the community maintain the facilities in the future?

- An endowment equal to at least 15% of construction costs will be set aside from campaign funds to ensure that future funds will be available for repair and replacement.
- The Federation and its program agencies will be liberated from rental costs, and those funds will be redirected to the costs of running the new facility.
- Membership and program fees will make up the balance of a future operating budget as determined by a business plan available for review.

Can we raise enough money to build everything?

- We are approaching the entire community for participation, and we as a community must believe in and create the future we want for ourselves, our children and even our parents.
- The Executive Committee has established notional building projects at three threshold levels of campaign achievement reflecting the priorities established by the various studies that have been conducted and those articulated by the service agencies themselves.
- In the event that we will fail to meet the minimum threshold to build the core priorities, a plan for returning and/or redirecting existing pledges and payments has been devised.

What about transportation?

- We have already initiated discussion with the City of Durham regarding transportation services to the campus. We will do the same for residents in other areas. This need is particularly acute to bring our senior population, teens and young adults to get the campus with public transportation.
- A transportation corridor already exists on the southern periphery of the land, and we are encouraging the town to develop transport that will serve the campus.

Will the facilities be fully accessible?

- The buildings will be a model of accessibility not only to our Jewish community but to anyone coming to the facilities. In addition to the building itself, a new playground will be designed with the awareness of those aspects that are required for full access by special needs children.

Will there be consideration given to building “green”?

- Definitely. We understand that many community members will welcome and support a building that incorporates the latest technologies to lessen environmental impact and we are committed to building such a facility.

Will there be a kitchen and food service in the JCC?

- We envision a snack bar adjacent to the lobby-lounge of the new building. In addition, there will be kitchen facilities for the preparation of luncheons for the senior programs as well as other communal events.

Is there more land to build on after this? What about expansion?

- The building is being designed in such a way that it can be expanded in the future if the population increases substantially and the demand for service increases.
- Following the construction of this building, there will remain one significant building site on the campus.

How long do I have to pay my pledge?

- The standard period for paying this capital pledge is over five years. Since we anticipate starting construction during the five-year period, accelerated payments will assist in not having to incur interest charges for bridge financing.
- Individual payment plans can be developed with a member of the campaign team.

If we raise enough money for a swimming pool, will it be indoors or outdoors?

- At this time the plan is for an indoor pool so that it can be used without regard to season or weather. Swimming lessons, swim team practices and meets, water aerobics for seniors, etc. cannot be subject to the vicissitudes of weather.
- The design will incorporate access to an outdoor patio area complete with lounge chair and picnic tables for warm weather.

How will facilities deal with security?

- Today, all organizations are conscious of security. Leading national Jewish organizations have developed security guidelines for communities into the design of buildings, access to a campus, and security personnel.