

# FRAMEWORK FOR OUR FUTURE

The Capital Campaign for the Marcus Jewish Community Center of Atlanta



# LETTER FROM OUR CHAIRMAN

## I HOPE THAT THE MARCUS JEWISH COMMUNITY CENTER

impacts the lives of your children, grandchildren and great-grandchildren the way it has enriched the lives of my family. Whether you're cheering on the sidelines of the ballfields, watching a performance, listening to a lecture, greeting your happy camper at the end of a summer, singing at Shabbat Sing with your preschooler, or shooting hoops with your friends in the gym, the MJCCA plays a vital role in creating memories that last for a lifetime.

As a community, we are proud of the MJCCA. We want to continue to count on our JCC to be the center of Jewish life in Atlanta.

You can help to build the framework for our future by making a gift toward our capital campaign goal of \$7.5 million. This campaign will ensure that the MJCCA continues to deliver first rate programs and services, and will enable our JCC to maintain and enhance its facilities in the years to come.

I invite you to invest in the MJCCA. Each time you or your loved ones come to the Zaban Park Campus or Camp Barney Medintz, you will be proud that your investment is supporting our community's future.

Best regards,



Ron Brill



## THE MJCCA PLAYS A CRITICAL ROLE IN ATLANTA'S COMMUNITY AND MAKES A STRONG IMPACT ON JEWISH LIFE.

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- It is **“the J”** that introduces us to lifelong friends.
- It is the **“Center”** that involves us in Jewish life.
- It is **“the JCC”** that turns everyday minutes into Jewish moments that are remembered for a lifetime.

### OUR MISSION:

To ensure a vibrant greater Atlanta Jewish community by providing programs and services of distinction that attract, include, and inspire meaningful Jewish connections and promote Jewish values.



# A PROUD HISTORY

More than 100 years ago, Atlanta Jewish leadership recognized a need in the Jewish community to create a common gathering place — to provide recreational activities, sports leagues, Jewish supplementary education, and resources for the community. The Jewish Educational Alliance (JEA) was their answer.

Today, Jews from all over metropolitan Atlanta enjoy everything that was envisioned for the JEA — and more than was ever dreamed of — at the Marcus Jewish Community Center of Atlanta.

The MJCCA is the “Center” of the Atlanta Jewish community and makes a meaningful difference in this community, every day.

The MJCCA has a proud history of delivering innovative, high quality, effective programs for all ages.

**WE IMPACT THE LIVES OF MORE THAN 55,000 PEOPLE EACH YEAR — MORE THAN ANY OTHER LOCAL JEWISH AGENCY — BY PROVIDING THE BEST IN CONTEMPORARY PROGRAMS AND EXPERIENCES. THESE ARE POWERFUL IDENTITY SHAPERS AND INFLUENTIAL FACTORS FOR ENSURING JEWISH CONTINUITY.**

All of our programs and services embody the agency’s commitment to preserve, enrich and inspire Jewish life in Atlanta.



# 90%

*of surveyed program participants affirm that when they are participating in the MJCCA’s activities, they have positive feelings about being Jewish, they feel a connection to the Jewish community; and perhaps most importantly, they consider the time they spend at the MJCCA to be an expression of their Judaism.*

## THE MJCCA PROVIDES:

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- accredited preschool and camping programs for children
  - cutting edge cultural offerings
  - outstanding sports and fitness programs
  - stimulating educational courses and lectures for adults
  - relevant teen and preteen programs
  - services to those with disabilities, ensuring their lives are also enriched by the MJCCA
  - financial assistance to those who would otherwise be unable to participate in our programs
  - access to our facilities through partnerships with community organizations
- 

AND MUCH MORE...

**“As lifelong Atlanta residents, we are proud that “the Center” has not only remained a cornerstone of the Atlanta Jewish community, but has become a hub of daily Jewish activity. We have esteemed leaders — both past and present — diligent volunteers and tireless staff to thank for the Center’s success. Supporting the Center is a true investment in the future of Jewish life in Atlanta and one of the most important gifts you could make.”**

- SANFORD ORKIN AND STANLEY SROCHI  
HONORARY CAMPAIGN CHAIRS

# FRAMEWORK FOR OUR FUTURE

The MJCCA's main campus, Zaban Park, has served the Jewish community extraordinarily well – with over 1,500,000 touch points each year! The original 1979 building, ballfields and campgrounds underwent a major expansion in 2000, bringing the agency into the 21st century. The 53-acre Dunwoody campus is a state of the art facility and a beloved headquarters for the community's enrichment, recreation and cultural activities. Twelve years of our community's loving but heavy use of the campus, coupled with heightened standards and a growing Jewish population, finds the MJCCA with an immediate need to strengthen Zaban Park's infrastructure and refurbish some of the most trafficked resources: ballfields, preschool classrooms, campgrounds, pools and locker rooms.

Camp Barney Medintz (CBM), a 538-acre residential camp in Cleveland, Georgia, has been "Our Summer Place" for fifty years. CBM has a rich tradition of bonding campers to their natural environment, the Jewish community and each other. New programmatic features and improvements have continued to attract campers and staff to the rustic mountain retreat each summer. But demands on the 50-year old camp's original infrastructure have far exceeded its original capacity.

## **THE MARCUS JEWISH COMMUNITY CENTER OF ATLANTA HAS LAUNCHED A CAPITAL CAMPAIGN TO STRENGTHEN THE FRAMEWORK FOR OUR FUTURE.**

Funds from this initiative will be used to reconfigure, renovate and enhance our infrastructure to accommodate and respond to the growing needs of the community.





**GAIL LUXENBERG**  
CHIEF EXECUTIVE OFFICER

“I am proud to lead an agency that serves more people than any other Jewish agency in this city. Utilization rates at the MJCCA are the highest in our agency’s 101 year history because our programs and services are top notch. And first-rate programs deserve first-rate facilities.”

# ZABAN PARK

**ZABAN PARK IS A PLACE** where young and old, athlete and academic, Jew and non-Jew come together.

Since Zaban Park's last major expansion in 2000, the campus — which now operates 7 days a week, 12 months a year - has had only modest improvements made to its infrastructure.

The MJCCA's annual user rates are the highest in the agency's 101 year history. Zaban Park's core programs (day camps, preschool and fitness) have either reached their maximum capacity or are nearing those limits.

**THE WEINSTEIN SCHOOL**, Atlanta's largest Jewish preschool, currently has waiting lists for at least 12 of its classes, with no additional space available for expansion. The Center must respond to the demand for quality early childhood education.

**DAY CAMPS**; including Camp Isidore Alterman, Sports Camp, Gymnastics Camp, Travel Camp, Dance Camp, the Barbara & Sanford Orkin Teen Camp, and the Lynne M. and Howard I. Halpern Drama Camp, served more than 1,550 campers age 5-16 in 2012. These dynamic programs utilize every indoor and outdoor space at Zaban Park during the summer months. Creating flexible spaces to accommodate our growing camping population is a priority.

**THE BRILL FITNESS CENTER, GROUP FITNESS, GYMNASTICS, AQUATICS, AND SPORTS LEAGUES** have experienced record-high usage over the last few years. The infrastructure that supports these core programs must be improved.

**CLUB J**, the agency's afterschool program, provides a safe, age-appropriate environment for 200 students. The Zaban-Blank Building is occupied by Club J from 3:00 - 6:00 pm every weekday — preventing the agency from offering other programs during these prime hours. Winterizing the campgrounds would enable Club J to relocate, freeing up space in the main building for other activities.

**ARTS AND CULTURAL PROGRAMMING** help the MJCCA reach more than 20,000 people each year, many of whom are *in no other way* connected to the Jewish community. Theater enhancements will help us maintain our ability to attract and present professional productions.

Every space on our Zaban Park Campus is a place where community members meet, engage and connect. Before the facility fails to meet the needs of our thriving community, we must make a substantial investment and ensure that our buildings, infrastructure and services can satisfy the community's high standards and support the fulfillment of the MJCCA's mission.

### SUMMARY OF CAMPAIGN COMPONENTS:

Maintenance and Upgrades to the Ballfields	\$ 735,000
Weinstein School Renovations and Improvements	\$ 610,000
Winterized Camp Shelters (5)	\$ 485,000
Renovations to the Locker Rooms (2)	\$ 415,000
Maintenance and Upgrades to Swimming Pools	\$ 345,000
Gymnasium and Theater Enhancements	\$ 85,000
Culinary Studio Renovations	\$ 85,000
Computer Lab Updates	\$ 45,000

**TOTAL AT ZABAN PARK**

**\$2,805,000**



“I ENJOY THE FEELING OF  
COMMUNITY I GET AT  
ZABAN PARK.”



# CAMP BARNEY MEDINTZ

**THE MJCCA'S RESIDENTIAL SUMMER CAMP,** Camp Barney Medintz, has been a strong priority for the agency since its founding fifty years ago. As the MJCCA's largest revenue-generating program, "Camp Barney" serves 1,200 campers ages 8-16 and nearly 400 staff each summer.

CBM program offerings have come a long way in fifty years — recent additions include paddle-boarding, video production, the "Hurricane" water slide, Blue Ridge Mountain adventures and the "Omega" zip line. But the original infrastructure that supports the camp is no longer sufficient. The camp's original facilities were designed to serve a maximum of 300 campers and 100 staff members. Enrollment has increased steadily over the decades, and now every bunk is filled for both summer sessions.

Exciting new changes like the addition of a second swimming pool and the refurbishment of camper cabins will strengthen camp's appeal. In order to maintain Camp Barney's safety and viability for the next generation of campers, a major overhaul of less visible features is also planned including improvements to the waste treatment system, kitchen generators and staff housing.





Studies consistently show that Jewish camping experiences are among the most important influences in increasing Jewish identity and continuity.

### SUMMARY OF CAMPAIGN COMPONENTS:

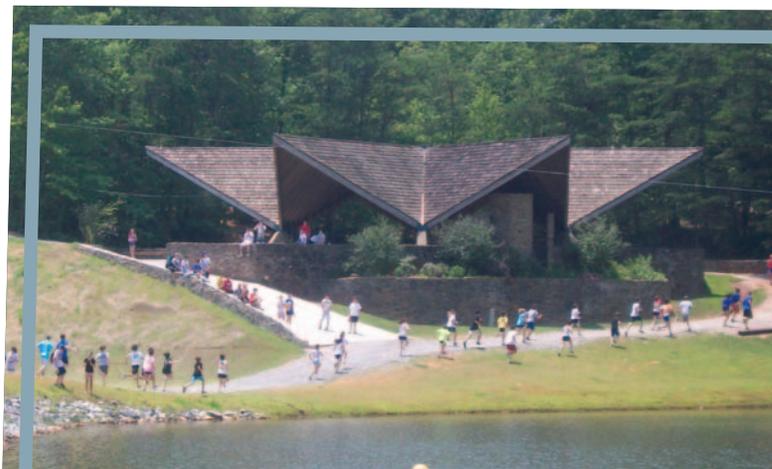
Septic System Replacement	\$1,000,000
Staff Housing (demolition and replacement)	\$ 605,000
Second Swimming Pool	\$ 500,000
Camper Cabin Renovations	\$ 500,000
CBM Village Porches (4)	\$ 500,000
Critical Infrastructure and Maintenance	\$ 305,000

**TOTAL AT CAMP BARNEY MEDINTZ**

**\$ 3,410,000**



**“CAMP BARNEY MEDINTZ WAS THE MOST IMPACTFUL AND INFLUENTIAL PART OF MY LIFE AND IS VERY MUCH THE REASON I AM WHO I AM TODAY.”**



# OUR FUTURE

We look back with admiration and gratitude to those who, over one hundred years ago, laid the groundwork for today's MJCCA. We are the beneficiaries of their vision, hard work and generosity; and, we are determined to deliver an MJCCA of even greater impact to those who follow us. Together, we will ensure that our JCC remains vibrant and dynamic by having the finest in both programs and facilities.

## CAMPAIGN SUMMARY

Zaban Park Campus	\$2,805,000
Camp Barney Medintz	\$ 3,410,000
Capital Reserve Fund*	\$ 910,000
Professional Fees and Contingencies	\$ 375,000

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**TOTAL CAMPAIGN GOAL** **\$7,500,000**

\*Any strong and viable agency must have reserve funds on which it can rely when the need arises. The Capital Reserve Fund will be earmarked for the agency's capital improvements.

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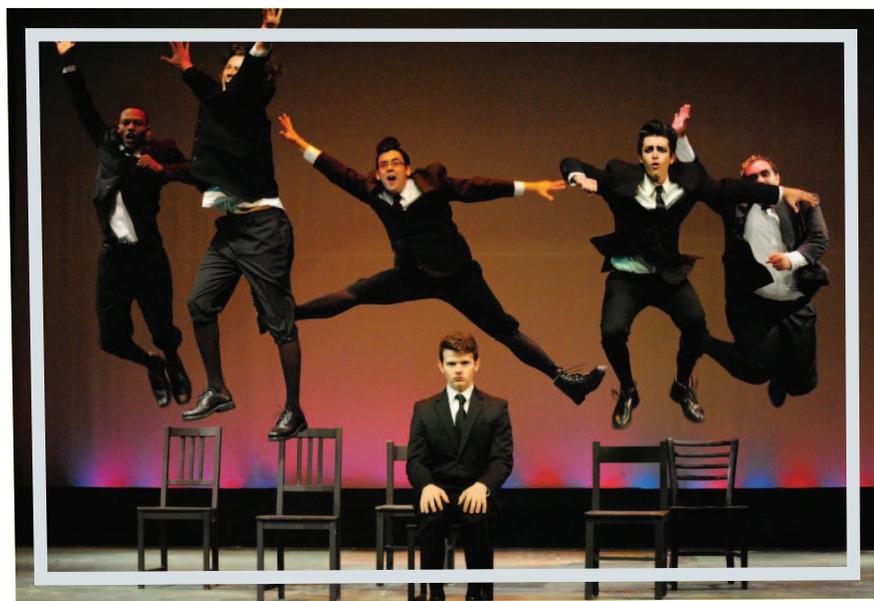
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Permanent recognition will be available to all donors making gifts of \$5,000 and above to the campaign. All campaign donors will also be recognized on the Clock Tower located on Main Street in the Zaban-Blank Building.

Additional naming opportunities are available.

For more information, please contact Staci Brill, Capital Campaign Director, by calling 678.812.4150 or [staci.brill@atlantajcc.org](mailto:staci.brill@atlantajcc.org)







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