

CENTENNIAL CAMPAIGN

Connecting our Inspired
Past to our Bright Future

WORLD
UNION FOR
PROGRESSIVE
JUDAISM



האגודה
העולמית
ליהדות
מתקדמת



Our Mission

The World Union for Progressive Judaism serves as a hub that connects Reform, Liberal, Progressive, and Reconstructionist Judaism around the world while upholding the State of Israel as the center of the Jewish people and Jewish identity; supports communities, institutions and individuals in all stages of life for the continuity of Judaism and for tikkun olam; and provides innovative platforms and tools to advance Progressive/Reform Jewish values and to develop the global Progressive/Reform lay and youth leadership of the Jewish people.





Our Vision

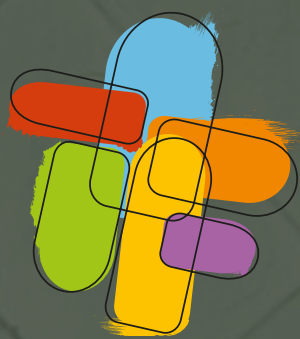
The WUPJ endeavors to ensure the existence of Progressive/Reform Jewish communities and institutions with strong leadership in every place that Jews live that meet the educational and spiritual needs of diverse ages, beliefs and practices and that actively engage in Tikkun Olam to bring about justice and compassion for all creation. The WUPJ aspires to imbue a sense of belonging to a global Progressive/Reform Jewish family and to be a thought-leader in matters of international Jewish importance.



A vision without a place to
grow remains just a dream.

A movement without a
home is merely an idea.

For the Progressive Jewish
Movement, that
home is **Beit Shmuel.**



Beit Shmuel

The Global Hub for
Progressive Judaism

A Home Ready for the Future

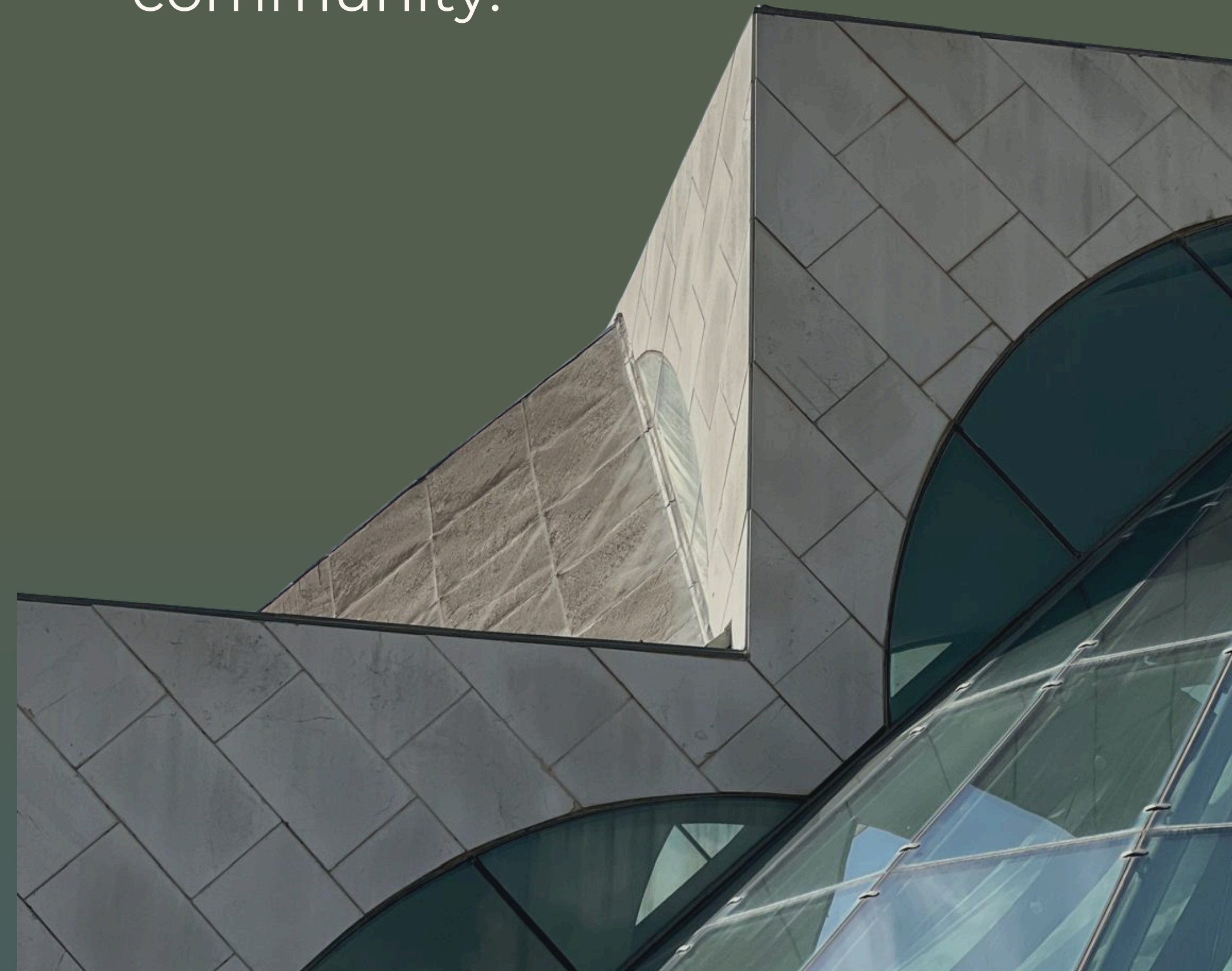
"Celebrate WUPJ's centennial and 50 years in Jerusalem by revitalizing Beit Shmuel, ensuring it remains a thriving global hub and a beacon of Progressive Judaism."

*Rabbi Sergio Bergman,
WUPJ President*



A Home Ready for the Future

The plan: Transforming Beit Shmuel into a cutting-edge center for education, culture, and hospitality. This is not just a renovation – it's an investment in the future of Progressive Jewish leadership and community.



The Case for a
Campaign Now

For Our Home in Our Homeland



A New Vision

Repositioning the International Center for
Progressive Liberal, Reform and
Reconstructing movements.

A Hub for Leadership

Beit Shmuel/Mercaz Shimshon/Hirsch
Theater will inspire and train future global
Progressive leaders.

A Welcoming Home

A vibrant space for our nearly two-million-
strong family of Progressive Jews worldwide.



The project

A Global Leadership Hub

A Cultural Epicenter

A Modern Theatre
Experience

Expanded Hospitality

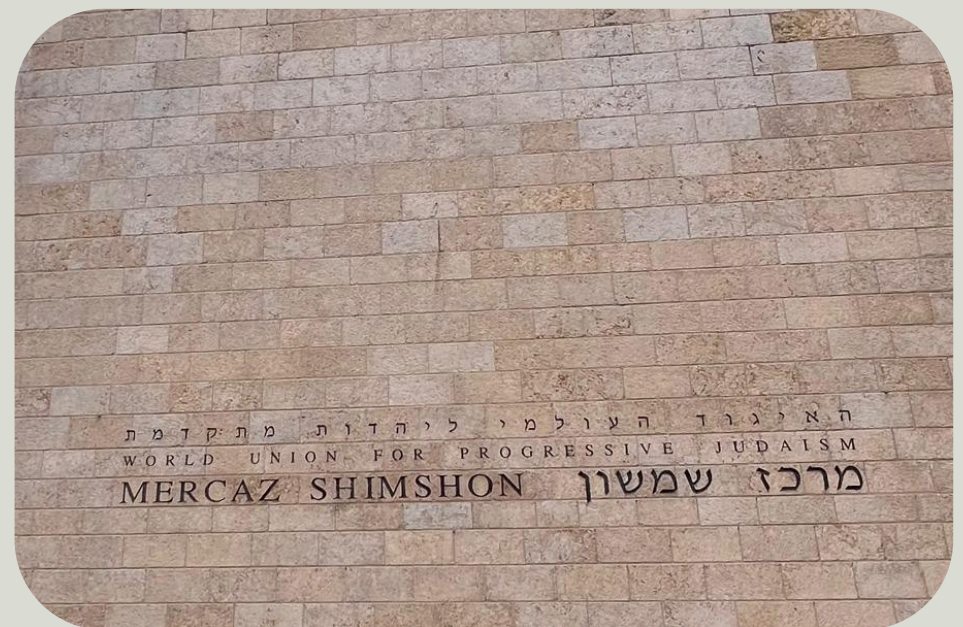
A Learning Haven

Revitalized Spaces

Leadership & Education

A Global Leadership Hub

Beit Shmuel and Mercaz Shimshon will become the premier venue for training and educating nearly 2 million Progressive Jewish leaders worldwide.



Seminar Training Rooms (5)

Versatile spaces designed for workshops, conferences, and educational programs.

Education and Leadership Center

A hub for progressive Jewish learning and leadership development.



The Library and Media Center

A space focused on learning, research, and creative media exploration.

Culture

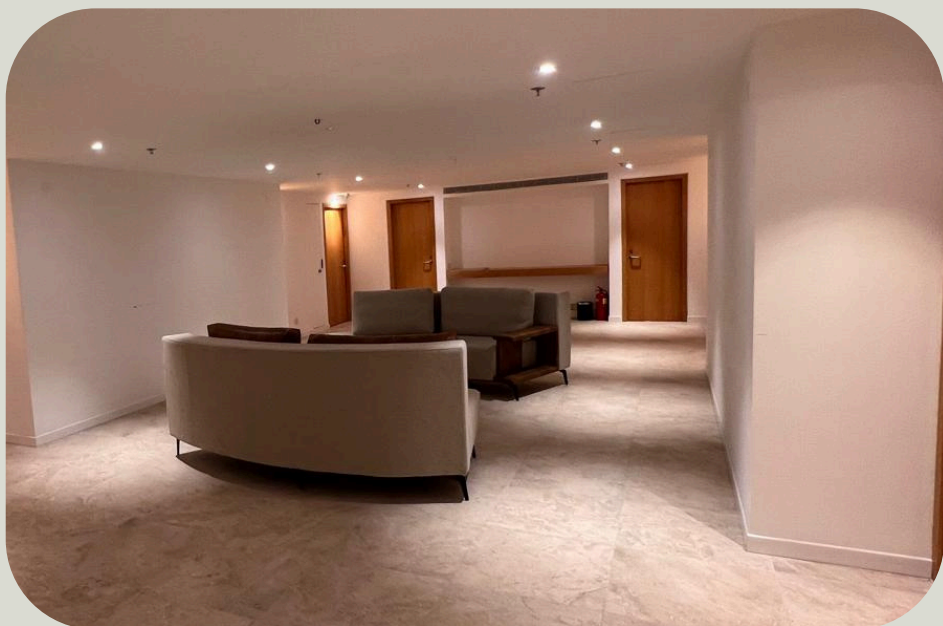


A Cultural Epicenter

The refurbished Blaustein Hall and World Union Sanctuary will host international cultural events and Jewish life cycle celebrations.

Cultural Arts Center

A space for artistic expression, performances, and cultural events.



Revitalized Spaces

Updated and adaptable environments for various activities and events.

A Modern Theatre

The Hirsch Theatre is already fully renovated with new seating and cutting-edge theatrical equipment, anchoring the new Cultural Center.



Hospitality



Expanded Hospitality

Mercaz Shimshon's hostel and guest house will be upgraded and expanded for a welcoming stay.

67 Hostel/Guest Room Accommodations

Comfortable and modernized rooms for guests and visitors.



Balcony and Patio

Scenic outdoor room areas for relaxation and socializing.

Utilities

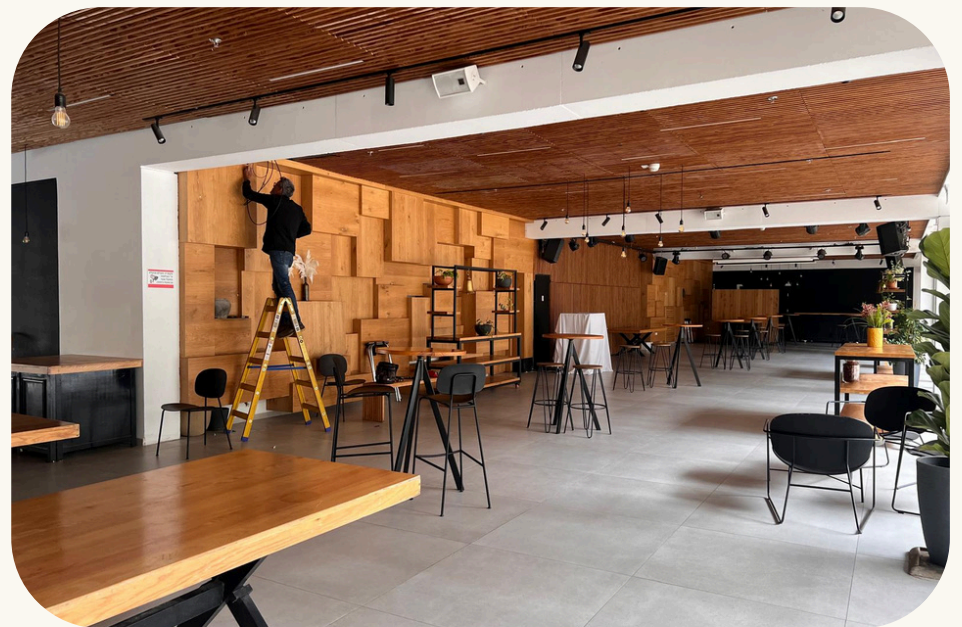


Prep Kitchen

Fully equipped space for catering support and culinary activities.

Beit Cafe

A welcoming space to relax, meet, and enjoy food and drinks.

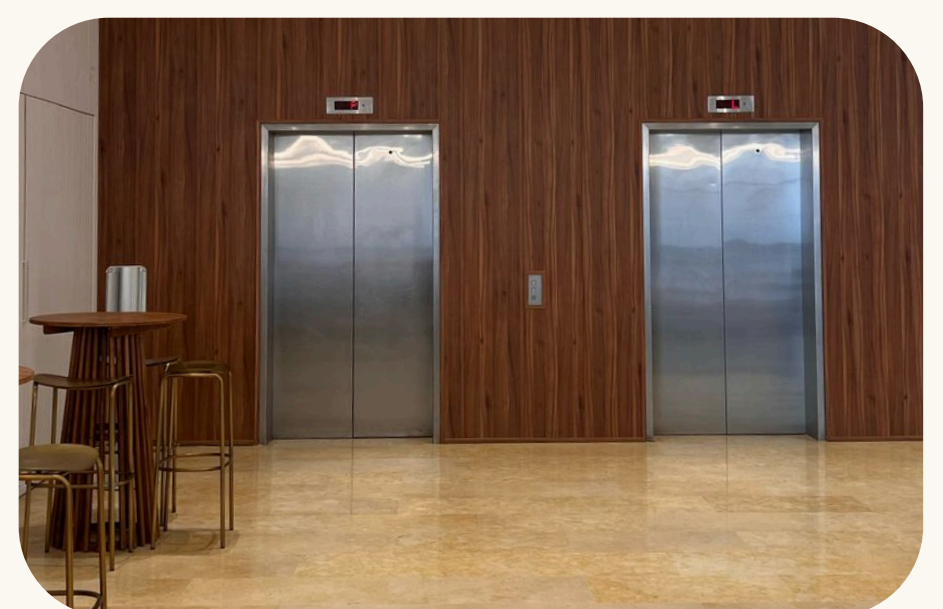


Parking Entrance Lobby

A convenient and accessible entry point for visitors and serves as a space for relaxation and networking.

Elevators

2 completely renewed elevators.



Other spaces

The Alumni Lounge

A comfortable space for networking, gatherings, and informal meetings.



Garden Patio and Event Space

This is a perfect setting during spring, fall or summer days and evenings for an event with an authentic Jerusalem flavour.

External area

An open space beside Blaustein Hall with a stunning view of Jerusalem's Old City.



CENTENNIAL CAMPAIGN



Naming Opportunities: your chance to leave a mark in Jerusalem

WUPJ JERUSALEM CAMPUS	\$3,000,000
CULTURAL CENTER	\$1,000,000
HOSTEL AND GUEST HOUSE	\$1,000,000
EDUCATION AND LEADERSHIP CENTER	\$500,000
THE WUPJ SANCTUARY IN BLAUSTEIN HALL	\$500,000
THEATER LOBBY EXHIBITION HALL	\$360,000
GARDEN OPEN-AIR EVENT SPACE	\$360,000
DINING HALL AND NEW EVENT SPACE	\$250,000
EVENT LEVEL BALCONY (703 sq m)	\$250,000
LIBRARY/MEDIA CENTER	\$250,000
ENTRANCE FOYER TO CULTURAL CENTER	\$180,000
CENTRAL KITCHEN	\$180,000
ALUMNI LOUNGE	\$150,000
BEIT CAFÉ	\$100,000
OFFICE SUITE	\$100,000
EVENT LEVEL BALCONY (276 sq m)	\$100,000
ROOFTOP BALCONY	\$100,000
ENTRY VESTIBULE	\$100,000

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Naming Opportunities: your chance to leave a mark in Jerusalem

HOSTEL GUEST ROOMS – 7 (43 – 57 sq m)	\$100,000
SEMINAR ROOMS (flex spaces) -5	\$72,000
PREP KITCHEN	\$72,000
BALCONY (121 sq m)	\$72,000
HOSTEL GUEST ROOMS – 16 (22 sq m)	\$72,000
BALCONY (78 sq m)	\$72,000
HOSTEL GUEST ROOMS – 20 (25 – 30 sq m)	\$72,000
LOBBY (39 sq m)	\$50,000
BALCONY (31 sq m)	\$50,000
ENTRANCE LOBBY FROM PARKING	\$50,000
HOSTEL GUEST ROOMS – 9 (24 – 25 sq m)	\$50,000
HOSTEL GUEST ROOMS – 7 (20 – 22 sq m)	\$36,000
HOSTEL GUEST ROOMS – 8 (9–15 sq m)	\$25,000

Let's continue creating unforgettable moments at Beit Shmuel



Arthur Roswell, Anchor Donor for the Centennial Capital Campaign, at the Rededication Ceremony of Blaustein Hall.



Leaders of the WUPJ meet with President Isaac Herzog



Young leaders with WUPJ President Rabbi Sergio Bergman and Chair Phyllis Dorey.



Torah Scroll exchange at Blaustein Hall, celebrating the bond between Jewish communities worldwide.



Women of Reform Judaism gathered at Beit Shmuel



Netzer Young Leaders

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