

# CENTENNIAL CAMPAIGN

Connecting our Inspired Past to our Bright Future

WORLD  
UNION FOR  
PROGRESSIVE  
JUDAISM



האיגוד  
העולמי  
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

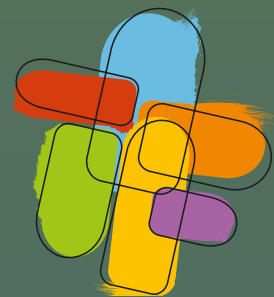
The WUPJ endeavors to ensure the existence of Progressive/Reform Jewish communities and institutions with strong leadership in every place that Jews live that meet the educational and spiritual needs of diverse ages, beliefs and practices and that actively engage in Tikkun Olam to bring about justice 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*



# 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

Fifty years after the establishment of WUPJ's headquarters in Jerusalem, the time to refurbish and reinvigorate the worldwide Reform and Progressive movement's international center is now.

To advance a new Progressive narrative of Israel-Diaspora relations.

To expand the reach of Progressive Jewish values such as democracy and diversity.

To ensure the future of Progressive Judaism by establishing a dedicated venue in Jerusalem for culture, belief, and leadership development.

To leave a lasting personal legacy of commitment to Progressive Judaism in our homeland for future generations to witness and feel.



## **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

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



## Seminar Training Rooms

Spaces designed for workshops, conferences, and educational programs.



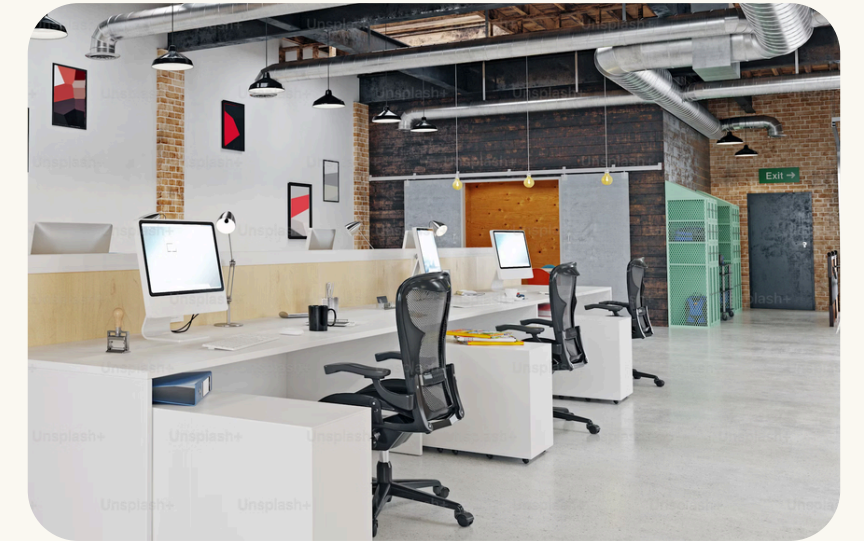
## Education and Leadership Center

A hub for progressive Jewish learning and leadership development.



## The Alumni Lounge

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



## 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.



## The Exhibition Center

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



## The Hirsch Theatre

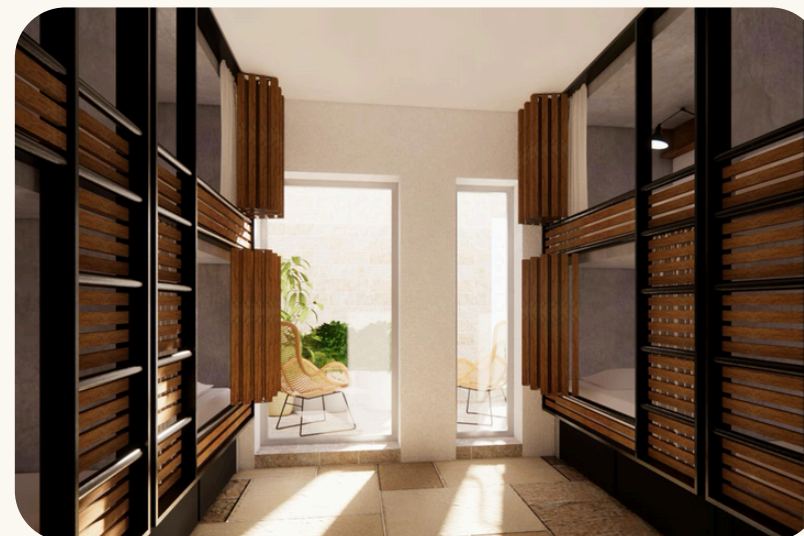
The Hirsch Theatre is already fully renovated with new seating and cutting-edge theatrical equipment, anchoring the new Cultural Center.

# 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.

# Serving our Community



## Prep Kitchen

Fully equipped space for catering support and culinary activities.



## Beit Cafe

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



## Entrance Lobby

A welcoming entry with elevators and a screen that celebrates the WUPJ journey.

# Other Spaces



## Revitalized Spaces

Updated and adaptable environments for various activities and events.



## 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.



## Outdoor Gathering Space

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

Let's continue creating unforgettable moments at Beit Shmuel



Leaders of the WUPJ meet with President Isaac Herzog.



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

Let's continue creating unforgettable moments at Beit Shmuel



Women of Reform Judaism gathered at Beit Shmuel.



Netzer Young Leaders.



Torah Scroll exchange at Blaustein Hall.

# CENTENNIAL CAMPAIGN



Naming Opportunities: your chance  
to leave a mark in Jerusalem

HOSTEL GUEST ROOMS – 7 (43 – 57 sq m)

SEMINAR ROOMS (flex spaces) -5

PREP KITCHEN

BALCONY (121 sq m)

HOSTEL GUEST ROOMS – 16 (22 sq m)

BALCONY (78 sq m)

HOSTEL GUEST ROOMS – 20 (25 – 30 sq m)

LOBBY (39 sq m)

BALCONY (31 sq m)

ENTRANCE LOBBY FROM PARKING

HOSTEL GUEST ROOMS – 9 (24 – 25 sq m)

HOSTEL GUEST ROOMS – 7 (20 – 22 sq m)

HOSTEL GUEST ROOMS – 8 (9–15 sq m)

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Naming Opportunities: your chance  
to leave a mark in Jerusalem

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

# CENTENNIAL CAMPAIGN



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