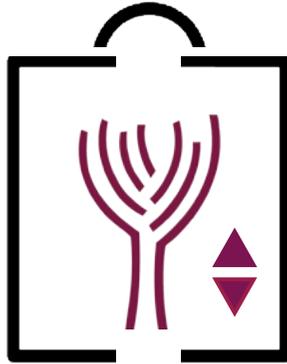


מעלית



**MA'ALIT**  
ELEVATING WEST END

**To All Our Friends in the WES Community:**

West End Synagogue (WES) was founded in 1985 by a diverse group of Jews searching for a new spiritual home. Our founders shared a vision of a community built on Reconstructionist principles, a welcoming place where each member could find their own connection to a Judaism relevant to our modern, American society.



In 1995, WES was fortunate to acquire a former New York City Public Library at 190 Amsterdam Avenue for our permanent space. What a great heritage! It continues to be a home for our WES community to gather, worship and learn. In addition to awe-inspiring services led by Rabbi Georgette and Hazzan Ayelet, our building hosts a wide range of activities including programs for children and parents as well as vibrant adult education and social action activities.



The activities in our building reflect the best of our community, but the inaccessibility of our space is contrary to our values of welcoming and inclusiveness. We all suffer watching members, relatives, friends and



visitors struggle to climb the stairs due to health or injury and we know members who have been forced to leave as a result.

Many of us have spoken to someone who “would love to join” but could not because they were unable to climb the flight of stairs to reach the sanctuary. Our community is diminished without these people, and we risk losing more if we do not act soon.

The construction of an elevator will resolve this problem. It is long overdue and vital to the continued strength of our congregation and a statement of our shared WES values. In addition to this important goal, we hope to provide some additional building safety and security upgrades.

“...the inaccessibility of our space is contrary to our values of welcoming and inclusiveness.”

Our members came together to purchase the building, and then again to pay off the mortgage, because they understood the value of having a home for our community. We need to come together again to make that home accessible and safe to everyone, and in doing so, ensure WES’s future.

***Please join us by making a pledge to Ma’alit:  
Elevating West End.***

Sincerely,

Adira Siman, Fran Hoffinger, and  
Jane Weprin-Menzi

*Co-Chairs, Ma’alit: Elevating West End*

## **To My West End Family and Friends:**



I often say how proud I am to be a member of West End Synagogue. We are a diverse community of various ages, beliefs, backgrounds and reasons for why we choose to participate in Jewish life. Why we first came through our doors, and why we continue to come, are as different as the faces in our seats. Yet,

I truly believe we all share the values of welcoming and participation – of inclusion.

At this critical moment in our congregation's history, I am again proud of the choices and commitment we are making for our future. We are launching **Ma'alit: Elevating West End**, to ensure all of us can engage safely in our communal life today and tomorrow.

There are guests, visitors and members of our community who cannot participate in synagogue events and services because of the physical layout of our building. They cannot celebrate a simcha, remember a loved one, listen to

a lecture or come for Shabbat. Navigating our few stairs can be daunting and unsafe and keeps people away, often at a time in their lives where being close to community is most critical.

My family was not a part of West End when we bought our building, and I understand we've talked about the need to improve accessibility for a very long time. The time is now to stop talking and to join together to make an elevator a reality. We must each commit to help build our future.

We bought our building in 1995 – that's when we had our last community-wide capital campaign. With 100% participation today, an elevator is within reach.

Please join me and Eli in making the future of West End Synagogue a priority for your family's

financial giving. Participation in vibrant Jewish life is so important to each of us – please ensure we continue to have a safe building in which we can come together.

**“The time is now to stop talking and to join together to make an elevator a reality.”**

***Join me in Ma'alit: Elevating West End!***

With gratitude,  
Sharon Cinnamon  
*President, West End Synagogue*

## Dear Beloved Community:



It is with deep joy, vision, conviction, and commitment that we embark on our capital campaign, **Ma'alit: Elevating West End**. This is a dream that we have held for so long at WES and we are now making it come true.

Our first campaign to purchase our cherished building was founded on the principle that no one person can lift or carry a community on its own. That was true 23 years ago, and it remains true today. As we prepare to lift our community – literally and metaphorically, we come together again to fulfill this dream of making our spiritual home accessible to all.

We at WES know our long-standing need for an elevator. It pains us when our physical building precludes individuals from this access. The Hebrew root for ma'alit – ayin, lamed, hey – is the same root for aliyah. What an imperative, and a blessing, it is to our community to ensure that all are able to be raised closer to Torah, to community, to meaningful Judaism, to our WES future. Our elevator, our ma'alit, will make it possible. But it does not happen by itself. It happens with vision, investment, and conviction. When the 12 scouts came back from exploring the land in Bamidbar/Numbers, Joshua and Caleb were encouraged and saw great promise. Caleb exclaimed:

**עלה נעלה וירשנו אתה כי-יכול נוכל לה**

**We can surely go up at once and take possession of it, for we can certainly do it.**

**Alo naaleh** — Caleb invoked the same root as aliyah and ma'alit. We, too, can surely rise up and take possession of our dream, our future, our destiny. We have the vision, the belief, the commitment, and the plan.

Let us remember that we all have need for elevators at some point in our lives: We need support and lift when we are young and when we are elderly. We need it when we are physically differently abled. We need it when we are ill and when we are injured. Sometimes we need it for a season and sometimes we need it for a lifetime, but we all need it. And we all have the opportunity and the responsibility to make it so right here in our home at 190 Amsterdam.

**“We have the vision, the belief, the commitment and the plan.”**

Believe in the dream and in the campaign. Say yes! Just as our community understood when purchasing our building that one person could not do it alone, we need each and every one of us now. Ensure that all in our community reach the promised land of accessibility — members, guests, and visitors. Commit to our WES value of inclusion. Do it today. Caleb encouraged our people to go up at once. I encourage us now. Let us not delay or tarry. May we go at once to pledge our support to **Ma'alit: Elevating West End**, and may we rise up to great heights: physically, spiritually, and communally.

Blessings,  
Georgette Kennebrae  
*Rabbi, West End Synagogue*



*I*t was Simchat Torah, and with such joy we marched our Torahs down to 69th Street. We were not planning to move in, just to celebrate the holiday and then return to our rented room uptown until workers finished our building. But the following morning, people called and said, *"We can't go back. We've danced there. Let's stay!"*

Even during renovation, our own building was such an improvement over 89th Street.

And now, some of us have danced here on Simchat Torah 24 times, and some of us just once. For all of us, being in our own building and being able to go upstairs to the sanctuary to dance or just watch, is a blessing.

AGING  
TO  
PERFECTION



Getting from space to space in WES — upstairs to the sanctuary, then to the community room — has long been difficult because of my mobility issues. I have had to make choices, go to services or to Kiddush with the community. I recently had major surgery and the synagogue is outside my ability. *The lack of an elevator effectively cuts me off from my community.*

*~Sandy Warshaw*



Do let's give our elders and infirm  
an elevator.

Once they have that, they no longer  
have to dream of one.

Then their dream allotment is freed  
up for the wild and wonderful dreams.  
Old people dream too. That's how we  
know they're still with us.

Do let's give our elders and infirm  
an elevator.

Once they have that, they no longer  
have to dream of one.

*~Jane Weprin-Menzi*

*Imagine the effort it takes for a teenager on crutches or a wheelchair bound “senior” to travel to synagogue. When she arrives, helpful hands offer assistance on the stairs and are surely appreciated. Now imagine instead, she has no need to look for help, no exhausting struggle on the stairs. Rather, she pushes an elevator button. She maintains her independence and conserves her precious strength to expend on prayer, study, celebration, or—who knows—repairing the world.*

*~Monica Gold*

I am 89 years old and was diagnosed with MS in 1961. In spite of my MS, I have been able for the last five years or so to climb the staircase at WES to reach the sanctuary. Tris and I are happy



members of WES and love the warm and friendly community. However, this satisfactory situation is increasingly

threatened by my decreasing ability to use the stairs. Therefore, I thoroughly support West End's efforts to build an elevator.

*~Max Mozell, Ph.D*

We were so pleased our cousins from Virginia could make it up to New York for Gabe's bar mitzvah. They came with their son, a 20-year-old who has cerebral palsy and is wheelchair bound. While we planned everything in great detail, there was nothing we could do about the stairs. It took 5 helpful congregants to lift him up the stairs, and another 3 for the motorized wheelchair. My cousin's son was clearly uncomfortable and very embarrassed at being handled in this way. They did come to Ben's bar mitzvah two years later, but this time their son decided to sit out the bar mitzvah service downstairs in the entryway.

*~Carol Rosenthal*

# How to give

## METHODS OF GIVING

In building and sustaining West End Synagogue, we have always believed that one person could not do it alone. For **Ma'alit: Elevating West End**, we need every one of us again. Here's how.

Total	5-year Annual	Monthly	Daily
\$25,000	\$5,000	\$417	\$14
\$15,000	\$3,000	\$250	\$8
\$10,000	\$2,000	\$167	\$6
\$5,000	\$1,000	\$83	\$3
\$2,500	\$500	\$42	\$1.39
\$1,000	\$200	\$17	\$0.56

**President** Sharon Cinnamon\*

**Vice Presidents** Daniel Kligerman\*  
Shepard Siegel\*  
Mayris Webber\*

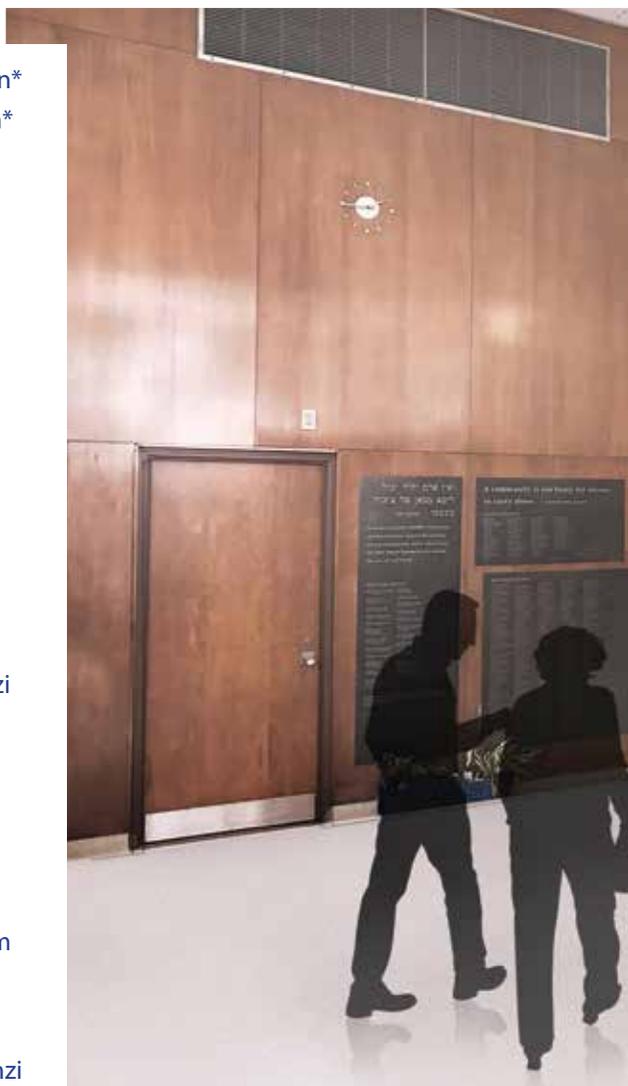
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Viviane Topp  
Sandy Warshaw  
Marcia Weller  
Jane Weprin-Menzi

**Honorary  
Trustees** Benjamin William  
Mehlman z"l  
Charles Silberman z"l  
Aaron Ziegelman

*\* Executive Committee  
member*





**WES ELEVATOR RENDERING 2018**



#### **PROFESSIONAL STAFF**

Rabbi Georgette Kennebrae  
Hazzan Ayelet Porzecanski  
Acting Director of Family  
Engagement, Hazzan Ayelet  
Porzecanski  
Synagogue Administrator,  
Joan Erber

#### **MA'ALIT CO-CHAIRS**

Adira Siman  
Fran Hoffinger  
Jane Weprin-Menzi

#### **MA'ALIT COMMITTEE**

Ed Baum  
Dan Kohn  
Margot Levin  
David Must  
Henry Saltzman  
Shep Siegel

#### **BROCHURE DESIGN**

Irene Liberman



#### **West End Synagogue**

190 Amsterdam Avenue (at 69th Street)

New York, NY 10023

T: (212) 579-0777

[westendsynagogue.org](http://westendsynagogue.org)

Affiliated with Reconstructing Judaism