

SHABBAT MESSAGE JANUARY 1, 2021



Hi Everyone, and Happy New Year! I hope you've had a great week, and I hope you have had time to get some rest over the last few weeks.

I don't think I've ever been more excited to turn the page on one year, and to start a new one, and I'm sure I'm not alone. 2020 tested us in so many ways, forced us to respond to immediate needs, and to take everything one day at a time.

One of the hardest parts of my job is striking the balance between responding to immediate events and focusing on the longer-term work of community building. I've talked a lot over the last year about the strategic plan we created with the community and adopted at the Alliance. The truth is, I had really hoped to be sharing the plan with you sooner, but immediate events definitely took precedence in 2020.

But today is a new day. A new year. And I'm proud to share our new Strategic Plan. Thank you to the nearly 1,000 people that participated in our survey, our focus groups, and our research for the plan. Thanks to the committee of community members who helped us put it together. And thanks to our Board who adopted this ambitious agenda for our community.

The plan has six goals, but they are all inter-related and inter-connected, much like how we hope our community will look over the next few years. Within those six goals, there are a couple of key themes. The first is connection. Members of our community crave connection with each other and with the institutions throughout the community. At the Alliance, we will be rededicating ourselves to help facilitate those connections everywhere around the state and region, not just here at the Dwares JCC.

The community also wants to see greater collaboration and cooperation between our Jewish agencies and our synagogues. The Alliance is excited to partner with all of those institutions in our state who are working to create a stronger, more vibrant Jewish community, and we've already been meeting with all of them to find more ways to work together.

Finally, there are two areas of focus that are of particular interest to our community. Social responsibility and social action, and security and fighting anti-Semitism. We're excited to find ways to bring the Jewish community together to live into our value of *Tzedek*, justice—supporting other communities throughout the state in the fight for justice. And we'll continue to lead the way in fighting anti-Semitism locally and protecting our sacred community institutions.

To learn more about the plan, you can click on the link below the video. And I'll be sharing much more in future messages about how you can get involved and connected to the work. In 2021, we'll continue our work of building a stronger, more vibrant community, together.

Until next time, I wish you a safe, peaceful, and joyous Shabbat.

Shabbat Shalom!

A handwritten signature in black ink that reads "Adam".

Adam Greenman
President & CEO