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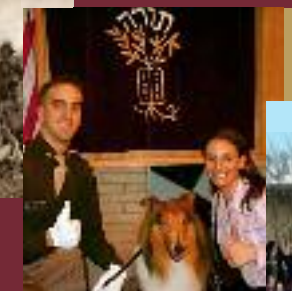
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**TEXAS A&M**



1933



1968



1976



1985



2007

# Capital Campaign

*FOR BUILDING, PROGRAMMING & ENDOWMENT*

**FROM ONE GENERATION TO THE NEXT**

# Building on the Past, Planning for the Future: The Hillel Foundation at Texas A&M University

## A DISTINGUISHED HISTORY

From the beginning, Texas A&M Hillel was a groundbreaking organization. It has the distinction of being the very first college Hillel organization in the nation, serving Jewish students in Aggieland since 1916, seven years before the B'nai B'rith National Hillel movement was begun in 1923. The Texas A&M Hillel Club was an outgrowth of the Menorah Club begun at A&M in 1916 by Jacob and Esther Taubehaus, who were among the earliest known Jewish faculty and staff at A&M.

From rabbinic roots in pre-independent Israel, Jacob and Esther came to the U.S. to complete their studies. Esther earned an M.S. in Philosophy from Columbia University, and Jacob completed his Ph.D. in Plant Pathology at the University of Pennsylvania. In 1910 they married and became American citizens.

Jacob joined the Agricultural Extension faculty at A&M in 1916. The only Jewish faculty family at the time, the couple organized a student Menorah Club to foster Jewish intellectual development. In 1920, the club was renamed Hillel Club and repurposed to address the religious and social needs of Jewish students. Friday night services and Sunday morning coffees were held at the Taubehaus home until 1923, when they were moved to the college library.

In 1940, with 130 students, the Hillel Club became part of the National B'nai B'rith Hillel network with Esther as its Director. She initiated a building fund drive to create a permanent home for the chapter. In 1958, the Ike and Fannie Sablosky Building was completed. At that time, A&M had around two hundred Jewish students.

Mrs. Taubehaus retired in 1958, and Shirley Reiser, who with her husband, Dr. Raymond Reiser, Distinguished Professor, Biochemistry, first came to Texas A&M in 1940, became the Director. Until her retirement in 1983, she imbued the chapter with the "home-away-from-home" environment that is the hallmark of A&M Hillel.

Rabbi Peter Tarlow has been the Director of Hillel for twenty-five years, continuing to lead the organization with great Aggie Spirit. Because of his unique background, Dr. Tarlow has been able to open new doors of opportunity for A&M Hillel.

## TEXAS A&M HILLEL TODAY

A&M Hillel continues today as a proud institution, nourished by seeds the Taubehaus family planted almost a hundred years ago. A&M is the only university in Texas that excuses Jewish students from classes for all Jewish Holidays, provides challah on Fridays for Shabbat, offers an on-campus kosher meal option, and prohibits holding final exams on Saturdays.

With the rapid growth of the University, the population of Jewish students has grown as well. There are an estimated fifteen hundred Jewish students currently attending the University, almost ten times the number in the 1950's. This has put significant pressure on the physical plant and our programming capabilities.

The building is over fifty years old. Built for a student population of less than two hundred, it is too small and is burdened with an outdated infrastructure. It is not economically practical to expand or remodel this structure. A new, energy-efficient structure can be less expensive to operate, freeing more funds for operating expenses and especially, programming opportunities.

With our current and future needs in mind, the Board of Directors of A&M Hillel engaged a professional design firm, Levy Associates, to evaluate the existing building and provide recommendations for a new Texas A&M Hillel facility. We also conducted focus groups and heard not only from the student body, but also from parents, faculty, and former students. This process was initiated over two years ago and has produced a wealth of useful information.

## THE CAPITAL PROJECT

In order to serve both the growing Jewish student body and future generations of Jewish Texans attending Texas A&M, The Board of The Hillel Foundation at Texas A&M University has embarked on a major fundraising program. This program incorporates the construction of a much-needed new Hillel Jewish Student Center and the expansion of student programs.

In many ways, the plan reflects the Vision 2020 Plan for Texas A&M University laid out by former University President (and Secretary of Defense), Dr. Robert Gates. During his tenure, Dr. Gates expressed strong support for our new building, suggesting that such a facility would help the University attract new Jewish students and faculty, and could act as a center for interrelated University programs. He was very enthusiastic about the potential for Hillel to incorporate a Hispanic-Crypto Jewish studies program, which could play a vital role in the University's drive for academic excellence, bridge understanding among ethnic groups and reflect an important aspect of Texas history. Such a program would offer Jewish and Hispanic students an important opportunity to more deeply understand their heritage. With a new facility and increased programming funds, this program could become reality, raising the visibility and prestige of A&M Hillel not only in Texas, but around the world.

A strong Texas A&M Hillel can create a center for Jewish students and faculty to interact in unique ways. It can give parents confidence that their children are getting a great education, meeting and interacting with other Jewish students, and becoming emissaries to the non-Jewish community and the world at large.

With your support, Texas A&M Hillel will become an even stronger magnet for Jewish student life and meaningful cultural activity in Texas. To turn this dream into a reality, Texas A&M Hillel is embarking on a \$4 million capital campaign to construct a new building and provide for a permanent endowment fund. We ask you to join us.



**CAPITAL PLAN SUMMARY**

**We seek to raise a total of \$8,000,000:**

**\$4,000,000 for the design, construction, and furnishing of the facility, and**

**\$4,000,000 to endow an operations and programming fund.**

**Fundraising Campaign Budget Summary:**

- 1. New Building: \$3,750,000
- 2. Furnishings and equipment: \$250,000
- 3. Endowment for programming and operations: \$4,000,000

**THE FACILITY**

One of the most important features of a Jewish Student Center is a modern, functional, attractive space where students can come together, participate in activities, learn, and interact with others. The first step in the campaign will be the design and construction of a new Hillel building.

Because of the need for a new facility to house robust programs and services for a growing Jewish student population, we the Board of the Texas A&M Hillel Foundation request your help. The building will include a sanctuary as well as multifunctional spaces for educational and social programs. It will be a place that Jewish students will be truly proud to call their home-away-from-home.

**NAMING OPPORTUNITIES**

We know that many of you will seek a naming opportunity for this new facility. The following naming opportunities are available:

<b>Naming Opportunity *</b>	<b>Amount</b>
Building Naming Rights	\$ 1,500,000
Sanctuary	\$ 1,000,000
Library	\$ 500,000
Kitchen (can be halved to milk and meat kitchens)	\$ 250,000
Conference Room/Center for Crypto-Jewish Studies	\$ 175,000
All-Purpose (AP) Room	\$ 150,000
Rabbi's Office	\$ 125,000
Director's Office	\$ 100,000
Administrative Office	\$ 75,000
Gift Shop	\$ 50,000
Garden	\$ 25,000
Multimedia Room	\$ 15,000
Game Room	\$ 18,000
Terrace	\$ 17,000
<b>TOTAL</b>	<b>\$ 4,000,000</b>

Architect's Preliminary Rendering



\* All major gifts will be etched into a wall of glass at the front entrance of the building.

### OUR PROGRAMMING

An expanded physical plant will be the launching pad for enhanced student activity. It is our hope that it can also serve as an outreach center, offering programs to the University, the Jewish community, and non-Jewish constituencies as well.

Our five-year plan includes cultural exchanges, internships, the development of a Gateway Hillel Program in Crypto-Judaism and more, as well as continuing and enhanced Hillel activities for an expanding student membership.

Currently, Texas A&M Hillel provides spiritual, religious, and communal enrichment for Jewish students, faculty, staff, and community members. It offers numerous educational, social, and athletic programs in addition to weekly Shabbat services, observance of all Jewish holidays, and spiritual counseling.

Texas A&M Hillel has a student-centric programming philosophy. Almost all programs are designed and administered by our students. This affords them the central role in meaningful program development and teaches them valuable life skills. Below is a partial list of activities and programs, both active and planned. Each year, the Student Board determines the mix of these programs.

#### Educational

- Hebrew Classes
- Jews by Choice
- Cushing Library Lecture Series
- Israel Consulate Lecture Series
- Shirley Reiser Lecture Series

#### Religious and Spiritual

- Shabbat dinners
- Shabbat services
- Holiday Services
- Individual Counseling

#### Group Dynamics

- Student Board
- Community and media relations
- 21+group
- Graduate school group
- Personal development lectures

#### Social Activities

- Weekly socials
- Welcome Bash (spring and fall)
- Parents' Weekend activities
- Holiday celebrations
- Jewish music concerts
- Athletics

#### Community Outreach

- Alternative Spring Break
- Birthright Israel Travel
- Latin American Outreach Travel
- International Fair
- International Food Fair
- State High School Weekend
- International Symposium on Crypto Jews (co-sponsored with the Department of Hispanic Studies)
- Special Projects

#### University Outreach

- Jewish Faculty Alliance
- Corps of Cadets Lecture
- Bush School Lecture Series
- Holocaust Week
- Kosher Meals on Campus

### PROGRAM NAMING OPPORTUNITIES

With a new building comes the opportunity for enhanced programming. We know that many of you will seek to endow certain programs. Many current and future programs offer excellent naming opportunities for a lecture series, social or religious programs, travel programs, etc.

### ENDOWMENT FOR ADDITIONAL STAFF and ONGOING EXPENSES

The board understands that increased programming and a new building are only the beginning of a new, dynamic era for Texas A&M Hillel. This is why we seek to enhance our endowment to ensure that there will be future funds for additional staff and supplies, as well as overhead expenses as the Jewish student body and faculty continues to grow.

Currently, Texas A&M Hillel employs only two full-time staff: the Rabbi serves as Executive Director as well as spiritual and religious leader, and the secretary who handles basic administrative duties. Our five-year plan also includes plans for an endowment to ensure that we will be able to maintain the building and pay necessary staff into the future.

### THE TIME IS NOW

Texas A&M's Jewish students are studying to become the future political, economic, business, and social leaders of our state, nation, and world. In order to create a world-class environment where the experiences of these students can be amplified, the Board of Texas A&M Hillel has set in motion their vision for state of the art facilities and programming.

The strength of Hillel at Texas A&M is imperative in order to provide additional opportunities for Jewish students to develop a stronger Jewish identity and provide important networking connections with the broader population. Unique opportunities that can not only enrich our students, but also bring important academic and cultural programming to A&M Hillel are within our grasp.

We must begin now to ensure the special future that awaits us. We cannot afford to lose this opportunity.

#### HOW YOU CAN HELP

On behalf of the Hillel Foundation at Texas A&M, we would like to thank you for entertaining our request.

If you would like a more in-depth look at the planning and analysis of the fundraising campaign, please contact:  
Don Reiser  
drreiser@mac.com

Texas A&M Hillel is a multipurpose umbrella organization that provides Jewish education, spiritual and religious growth, social events, and community outreach. It is listed as a subordinate unit of B'nai B'rith Hillel 501 (c)(3) foundations with the IRS. Contributions made to Hillel are deductible by donors as provided in Section 170 of the IRS code.

