



# TEMPLE ISRAEL

CROSSTOWN







*“THE FUTURE OF  
TEMPLE DEPENDS  
ON THE FUTURE  
OF MEMPHIS, AND  
THE FUTURE OF  
MEMPHIS DEPENDS  
ON THE PEOPLE  
THAT TEMPLE  
DRAWS TO ITSELF.”*

The importance of this Crosstown endeavor cannot be overstated. It represents the future of Memphis Jewry - thanks to Temple and its generous benefactors. Annual contributions to Temple and the landmark Chazak endowment enable Temple to serve, preserve, and operate. Crosstown will enable us to build a future with some of the best thought leaders in Memphis.

At the 1924 dedication of Temple’s previous building - at Poplar and Montgomery - then Rabbi William Fineshriber expressed a reality still true today. He said that the future of Temple depends on the future of Memphis, and the future of Memphis depends on the people that Temple draws to itself - the pioneering doctors and the leaders in arts, education, and business whose talents, values, and principles were needed then and certainly needed now.

The Crosstown leadership team perfectly placed Temple in the heart of the Concourse. City Leadership, the preeminent professional re-locator attracting millennials to *Choose 901*, resides to the right of the front door. To the left is *A Step Ahead*, the needle-moving social justice cause alleviating poverty, reducing unwanted pregnancies, and giving the most vulnerable women in our region a step ahead. Our neighbors represent only two of nearly 30 Crosstown partners with whom Temple has joined hands as a catalyst for an interdependent future, making Memphis better together.

Thank you Crosstown Founding Contributors for your investment in the future of Memphis Jewry.



*Temple Israel Crosstown, located on the fourth floor of the central atrium, will start programming in Fall 2017.*



*TEMPLE ISRAEL CROSSTOWN WILL  
OFFER CONGREGANTS UNPRECEDENTED  
OPPORTUNITIES TO CONNECT WITH JUDAISM,  
THE LARGER MEMPHIS COMMUNITY, AND  
UNAFFILIATED MEMPHIS NEWCOMERS  
AND DOWNTOWN/MIDTOWN JEWS.*

#### **CONNECT to Judaism**

Through re-imagined Temple programming, education, and social justice opportunities that present alternative ways to connect to Judaism.

#### **CONNECT to the larger Memphis community**

Through collaborative, community-oriented partnerships with our Crosstown neighbors, including: Church Health, St. Jude, A Step Ahead, and Crosstown High School. As a Crosstown partner, we get an incredible vantage point. We can see the needs of our local community and work closely with impactful organizations to make a difference.

#### **CONNECT to new members**

Through convenience with a location that makes it easier to explore Temple's amazing offerings. Plus, Temple will have a physical presence in a soon-to-be, must-visit landmark. This presence will insert Temple into invaluable recruitment and retention conversations.



*By joining Crosstown Concourse,  
Temple gains incredible access to a  
vibrant community. A community  
that encourages collaboration  
and fosters activities that form the  
foundation of Judaism's tikkun  
olam and humanitarian mission.*

#### **TEMPLE ISRAEL CROSSTOWN**

- 1,200 square feet (the size of our Beit Midrash)
- A modern, welcoming space that reflects elements of our East Memphis “home”
- Beautiful Jerusalem stone
- Signature Crosstown design elements, such as the columns that frame the space and harken back to the building’s warehouse days
- A large, sunny window facing our old synagogue on Poplar and Montgomery
- Transitional, flexible seating and tables to host various events, programming, and tikkun olam activities
- Access to countless event spaces throughout Crosstown Concourse
- A private area for counseling and meetings

#### **ABOUT CROSSTOWN**

*The historic Sears Crosstown has been redeveloped as a mixed-use, vertical, urban village with a focus on the arts, education and healthcare. People live and work, learn and teach, heal and grow well, shop and eat - like a really great neighborhood. A few of our inspiring neighbors include: A Step Ahead, CBU, Church Health, City Leadership, Crosstown Arts, Crosstown High, St. Jude, Methodist, Teach for America, and Tech 901.*







TEMPLE ISRAEL CROSSTOWN MONTHLY SNAPSHOT

*‘TI Talks’ Speaker Series* that will feature congregational and community speakers presenting on important topics

*Havdalah and Schmoozing* on Saturday evenings

Life cycle preparation and counseling appointments with clergy for Midtown/Downtown congregants

New Memphian receptions for newcomers to the Temple community

ConnetTI *Torah on Tap* meet-ups that include grabbing a beer growler or coffee and enjoying conversation in the Temple space

Coffeehouse performances with Jewish artists-in-residence

Follow-up membership meetings and learning sessions with High Holiday guests and out-of-market guest speakers

Midweek Hebrew lessons for our Midtown families

Meetings for the ConnetTI board and committees

MeFTY *Challah for Hunger* baking in the Church Health kitchen to raise money and awareness for social justice causes

Permanent *Underground Shabbat* space for ConnetTI

Interfaith art exhibit, a partnership with Church Health, Memphis Islamic Center and others, learning about our faiths through art

ConnetTI mentorship meet-ups that match young professionals with established Temple industry leaders

Educational sessions and collaborations with neighboring Crosstown organizations to build a stronger and more compassionate city

Jewish Recovery Group meetings held weekly

WRJ Knitting with a Church Health group - prayer shawls for sick patients, bears for lonely kids, etc.

Jewish meeting ground for Teach for America and young professionals

*Learn more about Crosstown Concourse at*  
**CROSSTOWNCONCOURSE.COM**

