



WASHINGTON  
HEBREW  
CONGREGATION



# A VISION FOR 2030

*Rooted in Tradition. Rising to Tomorrow.*



# OUR FUTURE

As we look ahead to the next five years, we do so with boldness, clarity, and a deep sense of purpose. As a result of sustained dialogue with WHC's clergy, lay leaders, staff, and congregants, we have developed a strategic vision for 2025–2030 embracing our responsibility to make hard choices and be forward-thinking, and creating a roadmap that strengthens our spiritual, educational, and communal foundations. We take pride in sharing this vision, which is rooted in our traditions and enduring values and inspired by the current moment.

Washington Hebrew Congregation has always embraced leadership — whether within our congregation, across the Jewish community, or in broader interfaith circles. In challenging times, we will remain at the forefront of positive change. Together, we will continue to grow and embrace our thriving, inclusive Jewish community, elevate learning and social action, foster meaningful connections to Israel, and ensure financial sustainability for future generations. There is much work ahead, and we remain hopeful and energized. With your partnership, WHC will continue to lead with courage and compassion — rising to tomorrow for our congregation and the world around us.

*B'shalom,*



Jeff Weiss  
Temple President



Rabbi Susan N. Shankman  
Senior Rabbi



*From engaging services and congregant outreach to lifelong education and tikkun olam activities, WHC is a vibrant, growing Jewish community.*

# OUR MISSION

WHC is a welcoming, inclusive, and vibrant community grounded in the values of Reform Judaism, combining the teachings of Torah with our traditions and contemporary life.

# OUR PRINCIPLES



*Through the leadership of Senior Rabbi Susan N. Shankman, WHC guides the congregation with moral clarity and vision.*

- Jews throughout the DMV experience **inspiring, transformative worship services** as part of a dynamic, engaged congregation.
- Congregants **connect with Judaism and build community** through exceptional educational content and accessible volunteer (*tikkun olam*) opportunities for every life stage.
- We are **proudly Reform and Zionist**, from different denominations, varied backgrounds, and different political perspectives.
- As one of the largest Reform synagogues in the country, WHC will continue our 175-year tradition of **meeting the challenges of our times** by standing strong together.
- Our congregation is **supported by a culture of philanthropy** and a dues structure designed to enhance WHC's long-term sustainability.

# OUR PILLARS



## THRIVING JEWISH COMMUNITY

Fortify the synagogue's position as a vibrant hub for Jewish community, connection, and spiritual growth.



## EXCELLENCE IN JEWISH LEARNING & COMMITMENT TO *TIKKUN OLAM*

Strengthen and develop excellent Jewish learning and *tikkun olam* opportunities as the essential building blocks of a Jewish life and strong Jewish identity.



## LEADER IN THE LARGER JEWISH COMMUNITY

Enhance WHC's position as a leader of Jewish thought and a leading proponent of Jewish values and ideals in the Jewish and interfaith communities locally and in the broader community



## FINANCIAL SUSTAINABILITY

Provide for WHC's financial sustainability through careful stewardship of resources and comprehensive philanthropy.



*From engaging Shabbat and High Holy Day services to holiday celebrations and b'nei mitzvah that are meaningful for each child and their family, your prayers are our priority.*

# THRIVING JEWISH COMMUNITY

Create transformative and engaging worship experiences inspiring congregants on their spiritual and life journey.

- Support and encourage every member in their personal growth toward their Jewish identity.
- Enable members to engage in the broad range of opportunities at WHC through different stages of their Jewish life.



*Groups like 2239, The Besters, Brotherhood, Jews of Color, LGBTQ+, Women of Washington Hebrew, Youth Groups, and more create an inviting community for all.*

# THRIVING JEWISH COMMUNITY

Foster a warm and welcoming congregation that strengthens belonging and connection, celebrates diversity, embraces interfaith relationships, and empowers members of all ages.

- Enhance varied programmatic initiatives and cultivate an environment honoring individuality, supporting our members, and inspiring a sense of belonging.
- Cultivate brave spaces where people can express opinions and perspectives, ask questions, and understand a different viewpoint, recognizing we are blessed to be a congregation with members holding a range of political and theological views and affiliations.
- Advance a strong and sustainable strategy that reaches new members and supports existing members, ensuring ongoing growth of the congregation.



*Our members join together in our Albert & Shirley Small Chapel, in person and through livestream, for inspiring, joyful Shabbat services.*

# THRIVING JEWISH COMMUNITY

Enhance the synagogue's role as a vibrant hub for Jewish community, connection, and spiritual growth.

- Create spaces where our community gathers, worships, and learns that align with the vibrancy, innovation, and warmth of our services and programs.
- Continue to enhance the security of our facilities.
- Design our spaces and programs to be accessible to all of our congregants.
- Provide state-of-the-art video and electronic capabilities enhancing our worship and programmatic experiences and expanding our virtual and hybrid programming.

# EXCELLENCE IN JEWISH LEARNING & COMMITMENT TO *TIKKUN OLAM*

Deliver high-quality education that empowers our children and teens to reach their potential.

- Offer intentional, innovative and engaging educational experiences for children of all ages, through their teen years, that spark a love of learning, a sense of belonging and a strong sense of Jewish values.
- Strengthen the special connections between our early childhood and religious school programs with our membership and the wider congregation.
- Encourage lifelong engagements with Judaism and WHC from birth through adulthood, enhancing connections following b'nei mitzvah with inviting entryways throughout the journey.

*Early engagement with Judaism instills a strong foundation for life!*



# EXCELLENCE IN JEWISH LEARNING & COMMITMENT TO *TIKKUN OLAM*

Build upon and expand our innovative programs for adult learners.

- Maintain a comprehensive and engaging calendar of educational opportunities tailored for adults.
- Forge clear pathways toward additional enriching activities and events hosted by WHC, ensuring members' continued growth and involvement in the community.

*Hundreds of congregants participate in nationally-recognized adult programming at Mondays@Macomb, learning more about Judaism in community with each other.*



# EXCELLENCE IN JEWISH LEARNING & COMMITMENT TO *TIKKUN OLAM*

Champion social action by supporting initiatives grounded in our shared Jewish values that strengthen our community.

- Showcase the importance of involvement in “repairing the world” or *tikkun olam*.
- Enhance member engagement in social action activities at WHC.
- Develop new and innovative volunteer opportunities for members of all ages.
- Promote the TOV Center as the central hub for the congregation’s social action activities, both within and beyond the WHC community.

Regular weekly, monthly, and annual events, including Hunger Project, WHC in the DMV, MLK Day of Service, Sunday Stuffing, and Mitzvah Day, provide opportunities for congregants of all ages to engage in meaningful community service.





*Our clergy are often called to represent a Jewish voice on major media outlets and to lead national services, such as the National Prayer Breakfast at the National Cathedral.*

# LEADER IN THE LARGER JEWISH COMMUNITY

Recognize our clergy, staff, and lay leaders as prominent, knowledgeable voices with influence and expertise in the Jewish community.

- Continue the culture of excellence and collaboration that is reflective of our Jewish values.
- Provide opportunities for clergy and staff to engage in professional development as spiritual and organizational leaders.

THERE IS NO GREATER MITZVAH  
THAN REDEEMING CAPTIVES



*WHC serves as a guiding light by hosting events like 500 Days: A National Prayer for the Return of All Hostages, America's Jewish Future, and Juneteenth Shabbat.*

# LEADER IN THE LARGER JEWISH COMMUNITY

Continue to be a catalyst for discussion and action in the Jewish and interfaith communities on critical issues of our times.

- Create and host important discussions, including with national and international leaders, on topics including antisemitism, October 7th and its aftermath, and the future of American Judaism.
- Continue to identify opportunities to strengthen and expand partnerships and community-based programs.
- Enhance and expand current collaborations with local synagogues as well as Jewish and interfaith organizations.



*Clergy-led missions to Israel and actively promoting the Vote Reform platform at the World Zionist Congress exemplify our support.*

# LEADER IN THE LARGER JEWISH COMMUNITY

Foster a strong connection to the State of Israel and Reform organizations within it and in the U.S. to uphold the principles of Zionism.

- Increase awareness of the Israeli experience and encourage a close bond between our congregants and the Jewish State.
- Inspire congregants of all ages to learn about and discuss Israel's complexities and struggle for peace, as well as the critical role democracy and pluralism play in the State of Israel.
- Reflect the significance of Israel and its meanings for the Jewish people throughout our worship, educational, and communal spaces.

# FINANCIAL SUSTAINABILITY

Provide for WHC's future through careful stewardship of resources and comprehensive philanthropy.

- Maintain WHC's financial health and resilience.
- Partner with members in ensuring our dues and fees structures are both welcoming to all and providing financial stability for our synagogue.

*Engaging services on Shabbat and holidays ensure the next generation establishes an ongoing connection to the Congregation.*



# FINANCIAL SUSTAINABILITY

Strengthen our philanthropy program to support our beloved Congregation.

- Champion the Lewis S. Wiener Annual Fund as an essential source of funding for WHC's operations.
- Promote the philanthropic impact of major gifts, endowment and legacy bequest donations.

*Full houses for Shabbat@WHC with onegs that bring our community together supported through the generosity of our donors.*

