

# BRICK BY BRICK

Alei Tzion Building Project



## ABOUT ALEI TZION

### *A successful, thriving, evolving community*

Alei Zion is a bustling kehilla for Religious Zionist, Modern Orthodox families and singles in North West London. Fourteen years ago, a core of founding members (including the late Marc Weinberg Z"l) founded 'AleI' with the vision of a new Modern Orthodox shul committed to Zionism, serious and inspiring tefilla, and outstanding learning and education. Since then, our community has grown and evolved rapidly whilst remaining true to these ideals and principles. Our children's services have expanded and then multiplied; the tempo of educational and community activities has quickened; and our thriving minyanim have caused our seats to be squeezed ever-closer during services in our existing premises. What has not changed is Alei's distinctive identity as the home for Religious Zionist, Modern Orthodoxy in London.

### *Distinctive leadership*

Since his appointment in 2010, Rabbi Daniel Roselaar has combined ever wider communal responsibilities with remarkable halachic mastery, benefiting both the Alei kehilla but also the broader community. It is rare for a community to find a Rav with such an outstanding skill set and we are excited to be embarking upon this latest chapter in our journey under Rabbi Roselaar's rabbinic leadership. Alei's success has always been built on a distinctive collaboration between religious and lay leaderships. This core strength was defined by the energy and clear-sighted vision of the founding members back in 2004 and has continued as we became a part of the United Synagogue and then elected the first woman chair of a US shul. Today, Alei's formidable leadership team blends its longest-standing members with the fresh ideas of its most recent recruits.

### *But something is missing*

Alei Zion enjoys all-but-one of the key ingredients to make it the kehilla of choice for Modern Orthodox families and singles in North West London. What we are missing are premises fit for purpose. Alei needs a space which makes us proud to welcome guests, educators and prospective members; enables us to hold smachot; and creates an uplifting atmosphere for davening and learning. In this document, we describe our plans to maximise the potential of the premises we already have. We will detail how modest, thoughtful improvements to the facilities, fixtures and infrastructure can enable us to achieve the specific objectives and goals we have set for our community, and continue to deliver on our distinctive vision.

**However, this ambition is dependent on financial support from the community and beyond.**

## FROM THE RABBI

Dear Friends

Kehillat Alei Zion has successfully established itself as a proud and vibrant Modern Orthodox community in North West London and we are now about to embark on an exciting refurbishment project. The thrice-daily services that we hold in our current shul have taken their toll on the décor and the refurbishments will be aesthetically pleasing and will transform the entire tefillah experience for everyone who davens with us.

Hiddur Mitzvah – physically enhancing the mitzvot that we perform – is an important aspect of Jewish religious life, as it demonstrates the high regard and affection that we have for our religious observances. The shul refurbishment aims to reflect the love that our community has for communal prayer, as well as the pride that we have in our Modern Orthodox and Religious Zionist values.

Alei Zion has been an inspirational kehillah for many people and has encouraged many dozens of young singles and families to make Aliyah to Israel. We know that many people in the wider community share the values and aspirations of our Kehilla and we hope that they will take the opportunity to join us in ensuring that the Mikdash Me'at – the minor sanctuary – that we are creating is something to be proud of.

Bivracha – and with the prayer that everyone who participates in this exciting project, as well as those who daven and learn in our refurbished premises, will be blessed by the Almighty.

Sincerely

**Rabbi Daniel Roselaar**



## ALEI TZION FROM 2004 TO PRESENT

### **2004 – Alei Tzion is founded**

Minyan founded by a group of Modern Orthodox communal members (including Eliot Kaye and the late Marc Weinberg Z"l) to provide a distinctive and different Modern Orthodox and Religious Zionist alternative as part of the wider Hendon community. Under the rabbinic guidance of Rav Aviad Tabory, Shabbat services were consistently attended by over 50 people and the minyan rapidly outgrew its home in the LSJS seminar room.

### **2006 – Alei Tzion admitted as a full member of the United Synagogue**

### **2007 – Outgrowing its initial home**

Shabbat regularly attended by over 100 congregants, with the minyan moving into the largest lecture theatre at LSJS. A full set of minyanim was launched, with strong attendance from members and those who lived locally to LSJS. Under the rabbinic leadership of Rav Binyamin Tabory, additional weekly shiurim commenced, paving the way for further growth in the membership.

### **2010 – Appointment of Rabbi Daniel Roselaar**

Rabbi Daniel Roselaar was appointed as the first permanent rabbi of the community, overseeing an unprecedented period of growth. Minyanim and other communal events increased to serve over 250 members a week. Rabbi Roselaar launched regular Parsha, Mishna and Gemara shiurim for the community as well as providing both religious and pastoral leadership to the membership and beyond.

### **2011 - Hachnassat Sefer Torah**

400 people from across the community joined together on Lag B'Omer to celebrate Alei Tzion's first ever Hachnassat Sefer Torah, dedicated in memory of Marc Weinberg, a founding member of Alei Tzion.

### **2011 – Creation of the Alei Tzion Chevra Kaddisha**

The Alei Tzion Chevra Kaddisha has undertaken in excess of 100 taharot for the wider United Synagogue community since its formation by Rabbi Roselaar in 2011.

### **2011 – Creation of the Alei Tzion Gemach**

### **2013 – Leading the Way**

Michelle Bauernfreund appointed chairwoman of Alei Tzion, the youngest and first chairwoman in the history of the United Synagogue.

### **2014 – 10 Years of Alei Tzion.**

Alei Tzion celebrates its 10th anniversary with a gala dinner attended by guest speaker, Rabbi Shlomo Riskin and well over 200 members and friends of the community. The dinner celebrated the progress of the community and raised funds to start the process of finding a new home. Since then, the community has continued to strive for growth, both religiously and in size, continuing the work of the founders of Alei Tzion in 2004.



## FROM THE CHAIR OF THE ALEI TZION BUILDING COMMITTEE

Dear Friends

On behalf of the Alei Zion Leadership Team – I am delighted to present to you an overview of the proposed building project.

The refurbishment programme will completely transform our current shul premises into an intimate, uplifting space offering the highest level of comfort. Extensive research has been undertaken to ensure that all materials are both practical and durable as well as aesthetically pleasing. We have been sensitive to protect the acoustics and the practical demands of the shul whilst creating an attractive space for all congregants to daven in.

The focal point of the refurbishment will be the custom made full height joinery which will incorporate the Aron and a variety of storage functions. This will be built in Douglas Fir timber and detailed with gold gilding. The rear elevation brickwork will be replaced with bi-fold doors. This will also increase the natural light significantly, but will also allow us direct access to the LSJS Courtyard. We also intend to incorporate a temporary structure that will connect the inside and outside space during kiddushim, smachot and during high demand service times.

The room will be completely stripped back to a shell and core structure. There will be nothing retained from the existing premises – new flooring, walls, ceilings, lighting, custom joinery, air conditioning and heating will be installed. We propose to reconfigure the entrances which will allow for easier access and create a closer experience for those davening from the Ezrat Nashim. There will be a significant increase in the ceiling height which will allow for more natural light. A new mechitzah has been sourced that will allow the best possible audio and visual experience for those in the Ezrat Nashim.

We are in the process of sourcing comfortable modern stackable chairs with additional storage. A new Bima, Kiseh shel Eliyahu, Rabbi's seat and lectern, sidra and memorial boards will all be fused into the design. We will be inviting the community to play a part in the finishes, adding a unique and personal attachment that we believe will create an ongoing bond and close association with the shul.

We believe that we have managed to maximise the potential of the space available to us to the highest standard.

Finally, and on behalf of the leadership team I would like to thank the numerous individuals who have provided their time and expertise that have made this possible. Special thanks go to Jonathan Stern whose skill and vision has enabled the fruition of all of our ambitions.

Kind regards,

**Jake Pater**



**“creating  
an intimate,  
uplifting  
space”**

for Jewish Education





Office of The  
**CHIEF RABBI**

 **chiefrabbi**  
 **chiefrabbimirvis**  
 **chiefrabbimirvis**  
chiefrabbi.org



**Message of support from the Chief Rabbi**

I am delighted to send my very best wishes to everyone associated with Alei Tzion as you embark on your fundraising efforts to aid your refurbishment project.

With regard to the building of the Mishkan in the midbar, the Torah declares, "Ve'asu li mikdash, veshachanti betocham" – "And they shall make for Me a sanctuary and I will dwell in them". (Shemot 25)

Notice how Hashem explains that He will dwell, not in the sanctuary itself, but in 'them,' meaning the people who would worship there. The Mishkan existed for the spirituality which it brought into the world. Hashem sees no inherent value in the bricks and mortar of any House of Prayer. Rather, He finds real meaning in the people who inhabit such buildings, with the desire that we will live a life of enhanced value thanks to our experiences there.

On my many enjoyable visits to Alei Tzion, I have always been deeply impressed by the members of the kehilla, under the dedicated spiritual leadership of Rabbi Daniel Roselaar. Alei Tzion is a warm and dynamic community, with a love of Torah learning and proud to be modern, Orthodox and Zionist.

The excellent reputation of the kehilla is owed to its 'minyan' rather than its 'binyan'. The prospect of a new chapter for Alei Tzion in which the Beit Knesset benefits from a long-overdue programme of refurbishment is one which can only serve to carry the kehilla mechayil el chayil for many years to come.

I wish you Hatzlacha Rabba in all of your endeavours.

**Chief Rabbi Ephraim Mirvis**  
October 2018 • Marcheshvan 5779





Alei Zion  
Schaller House  
44a Albert Road  
London NW4 2SJ  
Tel: 020 8343 5691  
Web: [www.aleitzion.co.uk](http://www.aleitzion.co.uk)

Dear Friend

I am proud and privileged to be the current chairman of Alel Zion. My wife and I, together with four other families, founded Alel Zion in 2004 and have been heavily involved in every aspect of the community in the years since.

Alei Zion is a unique community in London - one that espouses a strong modern orthodox *hashkafa* combined with a commitment to religious Zionism that has led dozens of our families to make Aliya. We aspire to serious and soulful *tefilla*, high-quality educational programming and exciting social events. We are a young community that is very focused on children's activities, promotes *chesed* opportunities and is warm and welcoming to all.

Alei Zion has always struggled with its premises. We began in a smaller room at LSJS and were often filled to capacity. We subsequently moved into the larger room we have occupied for the last 10 years but it is barely fit for purpose. The refurbishment works we are undertaking will have a transformational effect on our community - not only will we, for the first time, have a beautiful *Beit Midrash* and *makom tefilla* which we know will encourage many more people to *daven* and learn with us, we will have the capacity to expand and cater for our members' and others' *smachot* and events, providing an asset for the whole community.

Please join us in helping to make this happen.

Best wishes

Eliot Kaye

Chairman



## DEDICATION OPPORTUNITIES

Shul dedication	£45,000
Aron Kodesh	£6,000
Bimah	£5,000
New kitchen appliances	£5,000
Etz Chayim	£4,500
Kiseh Shel Eliyahu	£4,000
Rav's seat and lecturn	£3,000
Holocaust Memorial Board	£1,000
IDF Memorial Board	£1,000
Sidra Board x 2	£1,000 each
Men's Bookcase	£1,000
Women's Bookcase	£1,000
Shas	£1,000
Shul mezuzah x 3	£500 each
Set of Chumash, Siddur, Machzorim	£400
Mishnah	£400
Mishnah Torah and Mishnah Berura	£400
Bricks	£360



## CONTACT US

For further information regarding the project and dedication opportunities, please contact:

### ALASTAIR GOLDREIN

07734 171953 | [membership@aleitzion.co.uk](mailto:membership@aleitzion.co.uk)

### ELIOT KAYE

07825 192310 | [chair@aleitzion.co.uk](mailto:chair@aleitzion.co.uk)

### ARI STERN

07813 298845 | [finance@aleitzion.co.uk](mailto:finance@aleitzion.co.uk)

### NATHAN WOODWARD

07590 183483 | [vicechair@aleitzion.co.uk](mailto:vicechair@aleitzion.co.uk)



**[WWW.ALEITZION.CO.UK](http://WWW.ALEITZION.CO.UK)**



Design by Esther Rainsbury