



**Who could've imagined  
a few short months ago  
the world we'd be living in today?**



**ADAS ISRAEL**  
Congregation

# The Sacred Work of Synagogue Branding



The screenshot shows the homepage of the Adas Israel Congregation website. At the top, there is a decorative header with Hebrew characters in red and blue. Below this is the website's navigation bar, which includes the Adas Israel Congregation logo and the text "ADAS ISRAEL Congregation". To the right of the logo is a navigation menu with the following items: "ABOUT", "PRAY", "LEARN", "LIVE", "CONNECT", "GIVE", and a calendar icon. The main content area features a large photograph of a man and a woman speaking at a podium. Overlaid on this image is the text "We invite you to: CONNECT" in large white letters, with a "Learn More" button below it. At the bottom of the page, there are four promotional boxes, each with a title and a corresponding image:

- Stay Connected: Online Prayer & Learning: Adas on the Airwaves** - Image: Adas on the Airwaves logo.
- Stay Connected: Hear from our Incredible Clergy Daily over Facebook** - Image: Two people, a man and a woman, speaking.
- Enroll Today: 2020/21 Religious School Registration Now Open** - Image: A young boy and a woman looking at a book.
- Featured Programs: "Upcoming Gatherings" Together Over the Airwaves** - Image: A person looking at a laptop displaying a video conference.

# Our Mission Remains. The Delivery Has Changed.



**Shavuot All Night Learning 2020**

*2,000+ Live Participants*



 **Adas** on the  
**Airwaves**



**Adas on the Airwaves**

Continuing Our Commitment to Adas Prayer, Learning, & Connection  
Visit [adasisrael.org/adasairwaves](https://adasisrael.org/adasairwaves) to stay connected!

Throughout this closure, we will proudly continue our commitment to Adas prayer, learning, and connection — through the airwaves. Below, you will find a comprehensive collection of upcoming services, classes, and other opportunities to engage remotely. We affirm once again that our unwavering connection to each other is among our greatest blessings at Adas, and is felt just as palpably in our hearts, and even online, as it is in our building. We are each of us, *aravevim zeh la-zeh*, deeply bound, one with the other.

**Greetings From Team Adas!**  
[Click here to view](#)

It's been remarkable to stay connected with all of you over the airwaves. Please stay connected, and we'll see you all in person real soon! With endless love and gratitude. -Team Adas



**Special Learning Opportunities**



**Passover Q&A with Rabbis Holtzblatt & Alexander**  
**Today, Wednesday, March 25 at 8pm**  
Join the Zoom call at <https://zoom.us/j/158165636>  
Join Rabbis Holtzblatt and Alexander to discuss important halachot and how-tos pertaining to the upcoming holiday. Get all of your burning questions answered at this special Passover preparation course.



**Friday Parsha Class with Rabbi Krinsky**  
**This Friday, March 27 at 10am**  
Join the Zoom call at <https://zoom.us/j/390065673>  
This week's parsha is Va'yikrah, the first in the Book of Leviticus. Join Rabbi Sarah Krinsky for an exclusive in-depth look at the Torah portion.



**Full Passover Guide, Virtual Seders, and Service Schedule**  
**Coming soon!**  
Please keep an eye out for a comprehensive guide to navigating the Festival of Freedom this year. We are committed to marching towards freedom with all of you over the airwaves, and will provide numerous opportunities for holiday guides, learning, services, and even virtual seders. Stay tuned to your emails and [adasisrael.org](https://adasisrael.org).

**Recent Broadcasts**



**3/23 Torah Bite with Cantor Arianne Brown**  
[Click here to view](#)  
Continue our learning of *Shir Hashirim*: The Song of Songs, chapters two and three, including a study of commentaries and chanting with Cantor Brown.



**3/24 Torah Bite with Rabbi Lauren Holtzblatt**  
[Click here to view](#)  
Dive into "The Lonely Man of Faith" by Rav Soloveitchik, a leading authority on Jewish law and prominent force in building bridges between traditional Judaism and the modern world.

**Upcoming Prayer & Learning Broadcasts**



**Every Day This Week at 12pm:**  
**Daily Torah Bite from our Clergy**  
View Live Daily: [facebook.com/adasisraeldc](https://facebook.com/adasisraeldc)  
View Archives: [adasisrael.org/adasairwaves](https://adasisrael.org/adasairwaves)



**Friday, March 27 at 12pm:**  
**Gan Shabbat Sing with Cantor Brown**  
Join the Zoom: [zoom.us/j/778599105](https://zoom.us/j/778599105)



**Friday, March 27 at 5pm:**  
**Family Shabbat Service with Rabbi Solomon**  
View Live: [facebook.com/adasisraeldc](https://facebook.com/adasisraeldc)  
View Archive: [adasisrael.org/adasairwaves](https://adasisrael.org/adasairwaves)



**Friday, March 27 at 6pm:**  
**Kabbalat Shabbat with Adas Clergy**  
View Live: [facebook.com/adasisraeldc](https://facebook.com/adasisraeldc)  
Siddur Lev Shalem Kabbalat Shabbat PDF: [Download Here](#)  
View Archive: [adasisrael.org/adasairwaves](https://adasisrael.org/adasairwaves)



**Saturday, March 28 at 10am:**  
**Shabbat Morning Prayer with Adas Clergy**  
View Live: [adasisrael.org/shabbat-services-livestream](https://adasisrael.org/shabbat-services-livestream)  
Siddur Lev Shalem Shabbat morning PDF: [Download Here](#)



**Saturday, March 28 at 11:30am:**  
**Family Shabbat Service with Rabbi Kerrith Solomon**  
View Live: [adasisrael.org/shabbat-services-livestream](https://adasisrael.org/shabbat-services-livestream)



**Saturday, March 28 at 8pm:**  
**Havdalah Service with Cantor Brown**  
View Live: [facebook.com/adasisraeldc](https://facebook.com/adasisraeldc)

*Please be sure to set up a Facebook account in advance to view the Facebook videos live. Don't worry, you can keep your profile private and set it up with minimal information. Once you land on our Facebook page, just scroll down until you see the live post. They will be archived there for later use if you happen to miss the live viewing. Or you can access them [here](#) shortly after each broadcast without using Facebook. Please email: [adasoffice@adasisrael.org](mailto:adasoffice@adasisrael.org) for any technical assistance, thank you!*

**Daily Minyan Zoom Schedule**

We invite our Daily Minyan community, particularly those in the early stages of mourning, to join us for our daily Zoom minyanim. Please be sure to use the appropriate meeting login for the applicable date and service. Don't have a siddur at home? Click the following links for the siddur pages we will be using during the Minyan Zoom calls: [Shacharit](#), [Mincha](#), [Maariv](#).



**Shacharit, Thursday, March 26 - Friday, March 27 at 7:30am:**  
Join the Video Zoom at <https://zoom.us/j/140264233>  
Join by phone: 16465588656, Access: 140264233



**Mincha/Maariv, Wednesday, March 25 - Thursday, March 26 at 6pm**  
Join the Zoom at <https://zoom.us/j/778820594>  
Join by phone: 16465588656, Access: 778820594

**Upcoming "Gatherings"**



**Thursday, March 26 @ 2pm - "Leading Ladies of Israel"**  
Join the Zoom video call at <https://zoom.us/j/308855846>  
Join by phone: 16465588656, Access #308 855 846  
Talia Garber, Adas Shlichah, will be hosting a series of Interviews/Q&As with leading ladies from Israel for Women's History Month. Adaya, an Electrical and Electronics Engineer, is a mentor at "Technovation" girls, a global tech nonprofit that empowers girls to become leaders.



**Thursday, March 26 @ 8pm - Vinyasa Flow Yoga with Renana Fox**  
Join the Zoom video call at [zoom.us/j/121443876](https://zoom.us/j/121443876)  
Join registered RYT-200 yoga instructor Renana Fox for a 40-minute live stream vinyasa flow. This all-levels class will be an opportunity to move your body, stretch the muscles that might not be getting as much action these days, and build strength in your core.



**Friday, March 27 @ 9am - Into The Depths: A Deep Dive into the Mikvah with Naomi Malka**  
Join the Zoom video call at <https://zoom.us/j/552169190>  
Join Naomi Malka, Director of the Adas Israel Community Mikvah, for a deep dive into the who, what, where, why, when, and most importantly for the mikveh-curious, the how! This three-part series will feature conversation, text study, videos and opportunities for creative expression.



**Friday, March 27 @ 2pm - Cooking and Conversation with Susan Barocas**  
Join Zoom Meeting <https://us04web.zoom.us/j/751291104>  
Join by phone: 16465588656, Access # 751 291 104  
Passover is a holiday celebrated largely by the food we eat and don't eat. Join us as we focus on how to make the holiday special with the food we have on hand or are able to get, plus how to celebrate the holiday separated from many loved ones.



**Sunday, March 29 @ 2pm - Library Book Chat with Dr. Maggie Paxson**  
Join the Zoom video call at <https://zoom.us/j/262072539>  
Join by phone: 16465588656, Access # 262-072-539  
Dr. Paxson will introduce *The Plateau*, her new book about her fieldwork in the French highlands. These mountain communities have a centuries-long history of hiding endangered people, most famously Jews during WWII. What makes these communities so altruistic?

**Hesed**



We are currently mobilizing the largest Hesed Call Task Force in Adas history. Together with our clergy and staff, we are actively calling everyone from the more vulnerable populations within our community. This is a significant, but critical, undertaking, requiring hundreds of individual phone calls. As we learn more about what our members need from these phone calls, we will be in touch with additional information. Please register your interest in providing Hesed, by [clicking here](#).

**Virtual School**

We encourage all preschool and religious school families to stay closely connected to us and each other throughout this closure. Our hope is that these experiences will offer a meaningful point of routine, connection, learning, and growth through the airwaves during this period. We look forward to seeing you all online!

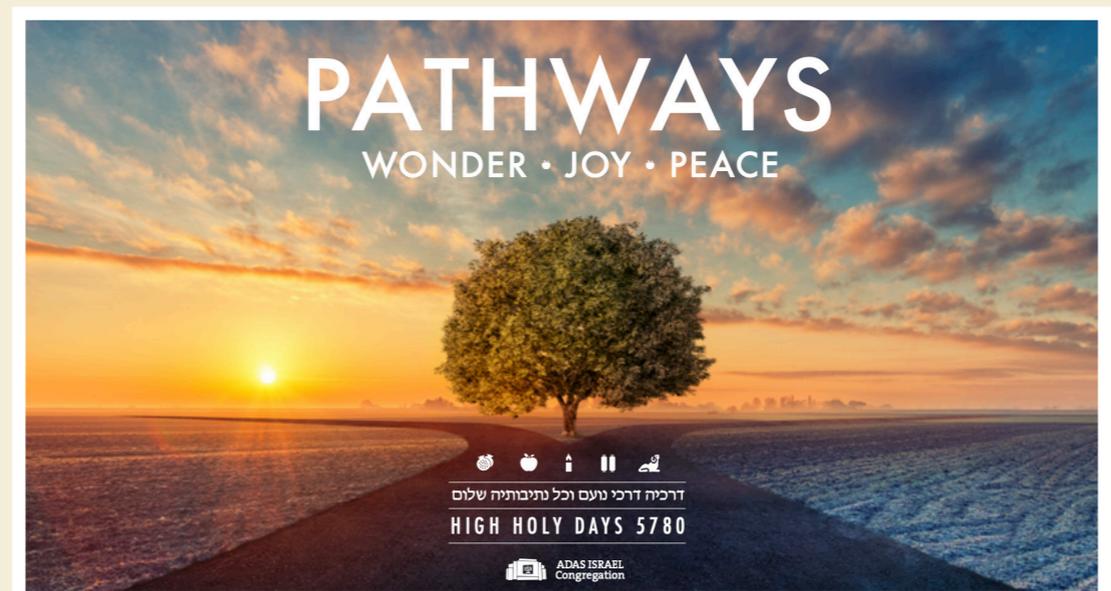
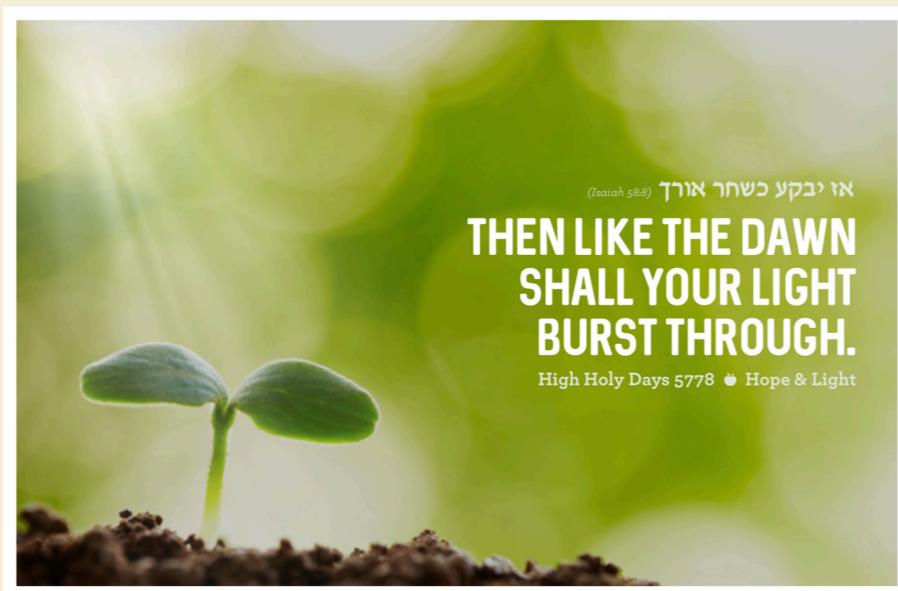
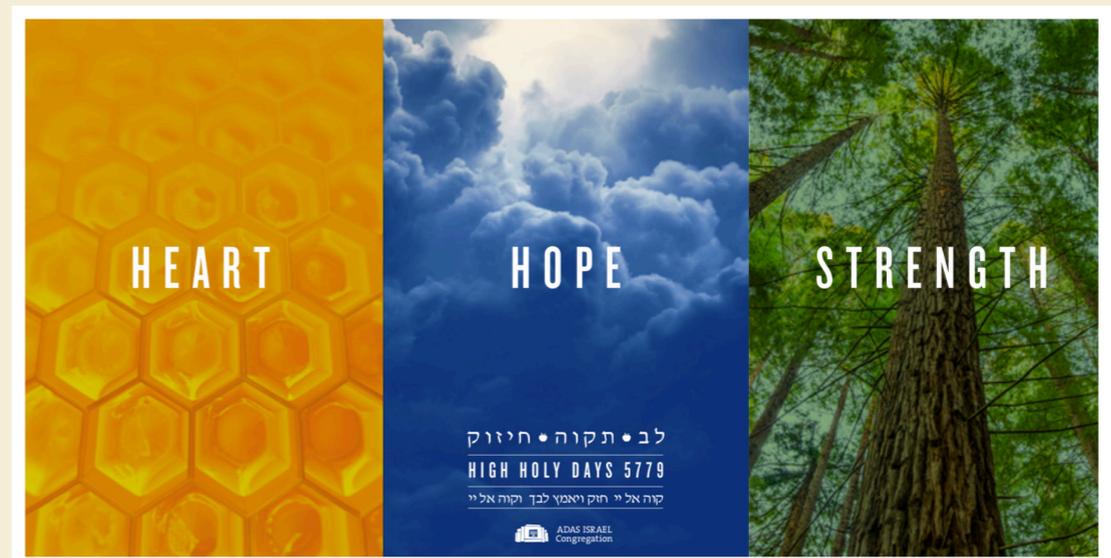


**Gan HaYeled**  
The Gan is committed to staying connected, and has created a comprehensive new digital framework for day-to-day school life throughout this period. The framework revolves around three core elements: CONNECTION, CONTENT, and ROUTINE. The full Gan will gather three times per day, every day, via Zoom for learning and fun. And individual classes will Zoom daily as well. In addition, our teachers and staff will be sharing ongoing content, checking in on each family regularly, and making themselves available for individual Zoom sessions. Read more about how we are actualizing these elements during our closure [here](#).



**Religious School**  
While we may not be gathering in person, we have been thinking about you all a lot and have a number of exciting ways for us to connect while we are out of the building. Our teachers have lessons to share, we will have an "all-school zoom gathering" with Rabbi Kerrith, and there will be family and children's services over Shabbat. We will continue to be here with you and are available to you in our professional and pastoral capacities. Please do lean on us and our community as we continue to move forward together. Each grade has received a comprehensive email with gathering instructions, please do read carefully, and we look forward to seeing you.

# High Holy Days 2016-2019





# Renewal • Courage • Faith



ולא נבוש לעולם ועד

HIGH HOLY DAYS 5781

*Who could've imagined a few short months ago the world we'd be living in today?*

*It's been a time of heartbreak, isolation, struggle, and great fear of the unknown.*

*It's also been a time of heroism, generosity, ingenuity, and daily testament to the strength and resilience of the human spirit.*



Dear Adas family,

**This year has been hard.** We have certainly felt the highs of our soaring community, but also the lows of a global pandemic. Isolation and loneliness have been close to us — emotions that we have touched daily, and witnessed in our loved ones.

**Despite it all,** the thread that has held us together is... each other. **Despite it all,** we are finding ways to meaningfully connect. **Despite it all,** we have experienced the full range of Jewish practice together — Torah study, shivas, B'nai mitzvah, weddings, funerals, births, and more. We have seen you laugh, cry, mourn, give comfort, sing, teach, and come together remarkably through this time.

What we have learned through this pandemic is that where there is a will there is a way. **And together we are finding our way.** And so, as these Holy Days approach, we both commit to you, and call upon you.

**We commit** to believing in you. **We commit** to your potential. **We commit** to your hearts. **We commit** to your journeys. **We commit** to helping you grow and flourish amidst it all. And we call upon you to believe in the transformative power of these days to help us heal, to help us dream, to help us mourn, to help us express joy, to help us forge an old and new path forward, together. Our role as your clergy is to help design the vessel in which all of us — our fullest selves — can find space for connecting with God, Torah, and one another.

*Lo Neivosh L'Olam Va'Ed*

May we not feel shame or despair about our sorrows, our losses, or our loneliness, and may we never lose hope for the light that is to come.

**So join us. Pray with us. Sing with us. Love with us. Be with us.**

L'Shana Tova,



*Sarah*



*Maman*



*Sarah Hersh*



*Ariana R.*



*R. B.*



OUR HIGH HOLY DAY THEME, THIS YEAR

# ולא נבוש לעולם ועד

Unify our hearts to love and revere your name,  
so that we never lose hope.

*Siddur, Shabbat Shacharit*



## SELICHOT

Saturday, September 12



## ROSH HASHANAH

Saturday, September 19 & Sunday, September 20



## KOL NIDRE

Sunday, September 27



## YOM KIPPUR

Monday, September 28

# Renewal. Courage. Faith.

For millennia, the Jewish people have marked the profound power of Rosh Hashanah, Yom Kippur, and the Festival Days that follow with reverence and joy – and often times in circumstances even more unfathomable than the challenges of today.

**From the very bottom of our hearts, we pledge to you a singularly powerful & spirited High Holy Day experience with your Adas family.**

Whether observed in person as safety permits, or through the airwaves, or some combination thereof, we will join together (in the deepest meaning of the words) to immersively experience the wisdom and sanctity of these awe-inspiring days. This feels more poignant and timely than ever before. This year's High Holy Day theme, *V'lo Neivosh Lolam Va-ed*, is based upon a verse in our Siddur. This phrase loosely translates as, "unify our hearts to love and revere your name so that we never lose hope." It is the message of this moment, which we can experience together loud and clear.

While we are not in a position to share precise logistical plans and schedules at this time, we are committed to creating something truly special for our Adas family this Elul. And you will be a part of it.

We all know the joy and meaning we derive from marching proudly into our majestic building, surrounded by thousands of fellow worshipers, hearing the warm "shana tova's" of our staff and longtime friends of Adas on the security team. For some of us, our sacred moment is in shaking the hand of a fellow community member we haven't seen in a year. For others, it's found in the Machzor, or in arriving to that special seat in the Charles E. Smith Sanctuary, Gewirz, or Kay Hall, where your family has worshipped for generations. And while it is likely many of those moments will shift this year in light of world events, the spirit of the holiday endures, and so does our commitment to marking this moment, as our ancestors have done, with great gladness and reverence—come what may.

## SELICHOT

### EXPERIENCE:

Several days before Rosh Hashanah, Jews around the world gather together to recite Selichot, a beautiful series of penitential prayers and meaningful liturgy. We are introduced to the High Holy Day melodies to come. This tradition invites us to open ourselves up to the essential work of the Days of Awe.

**MOOD:**  
Reflective

*Full Service & Experience  
Schedule Coming Soon*



## ROSH HASHANAH

### EXPERIENCE:

Today is the birthday of the world. We have arrived. It is the day to hear the call of the shofar deep within us all, to be in radical amazement of the world that surrounds us. Our spirits are lifted as friends, family, and community members from all over the world are called together for a day of earnest reflection and renewal.

**MOOD:**  
Determined & Passionate

*Full Service & Experience  
Schedule Coming Soon*



## KOL NIDRE

### EXPERIENCE:

The sun sets, ushering in the holiest day of the year. Kol Nidre gives us permission to pray with each other, with all of our imperfections and longings for healing. The liturgy and age-old melodies speak of our annulment of vows and invite us in to break new ground and create space for something new.

**MOOD:**  
Yearning & Contemplation

*Full Service & Experience  
Schedule Coming Soon*



## YOM KIPPUR

### EXPERIENCE:

This is the day we all pass before God – a God who is merciful, compassionate, abounding in love, and forgiving. We ask to be granted release. We seek to be made whole, to begin anew, to move forward with our lives with all of the potential and promise that lies within each one of us.

**MOOD:**  
Humility & Catharsis

*Full Service & Experience  
Schedule Coming Soon*



complete holiday guidance, schedules,  
and information coming soon:

**[adasisrael.org/  
highholydays](https://adasisrael.org/highholydays)**



To our beloved Adas family,

May 2020

*Who could've imagined a few short months ago the world we'd be living in today?*

*It's been a time of heartbreak, loneliness, struggle, and great fear of the unknown.*

*It's also been a time of heroism, generosity, and ingenuity, and a daily testament to the strength and resilience of the human spirit.*

Nowhere has this been more apparent than in the daily acts of hesed and commitment within our remarkable Adas community. While our building may have been physically closed, Adas has been bustling: [adasisrael.org/adasairwaves](https://adasisrael.org/adasairwaves).



## The world we have come to know, and the spirit of this community.

- Hundreds have tuned in weekly for our Shabbat and holiday services, and thousands more have followed on Facebook.
- Hundreds of Hesed volunteers have called every single household in our community, to check in and assess needs.
- Our daily messages from the clergy, live-streamed Shabbat services, Zoom minyanim, online learning, and virtual social gatherings have offered meaningful connection points, inspiration, and routine for thousands in the community each day.
- Our Gan and Religious School have served students and families in new and varied ways, including multiple daily Gan sessions, regularly scheduled Religious School classes, private Hebrew lessons through Zoom, and regular content from teachers.
- The Social Action Committee is providing many home-based ways to meet the needs of the most vulnerable in our wider community and is staying connected with our Justice partners in the District and beyond.
- Our clergy has delivered impassioned pastoral care, guidance, and lifecycle support throughout this crisis — walking hand-in-hand with our community members through many meaningful milestones, moments of joy, and moments of sorrow.

Our tradition teaches us: *Hope to God, while simultaneously building with our hands*. Our dedicated clergy, and everyone on the team at Adas, has been working tirelessly to connect and support you, and our team has begun the challenging work of assessing how and when we can begin to reintroduce onsite operations in our building. This process will be a measured, phased approach, and will be guided by local government and public health officials in the region.

*Now, our eyes turn to the future...*



## The Synagogue's Finances and the need for your commitment, now more than ever.

We are proud and grateful to share the enclosed information regarding our upcoming *High Holy Day worship experiences*. In addition, you will find enclosed your latest synagogue statement, which now includes billing items for the 2020/21 Fiscal Year. Please note, suggested membership commitments have not increased this year (0% change).

Creating a proposed operating budget for next year has been *challenging*. In this time of radical uncertainty and economic hardship, we project we will continue to experience substantial revenue reductions into the fall and winter. We are working tirelessly to ensure that our 170 employees and teachers can continue to serve you in the way you deserve. There is no Adas without them.



(over)

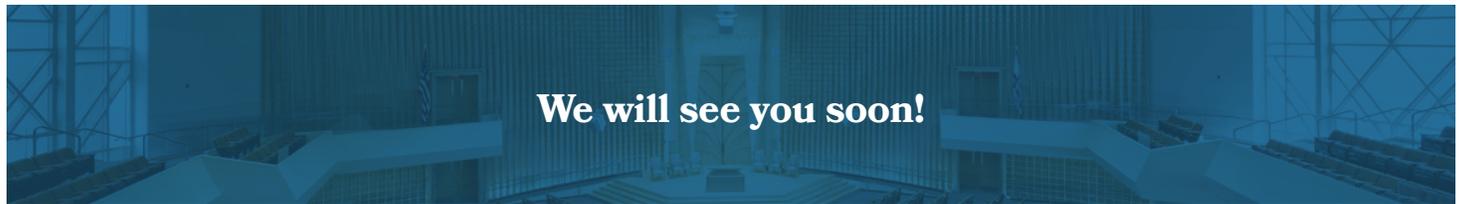


To help make this a reality, we have worked diligently to eliminate all non-essential expenses across the board. Some of these decisions have been painful, but were made with the utmost of care to ensure Adas can continue to weather this crisis and fulfill its mission, now and always.

*Therefore, we ask that you do everything in your power to expedite any outstanding payments to Adas.*

We can accept mailed checks, stock transfers, and online payments at this time. To pay online, please visit [adasisrael.org](https://adasisrael.org) and log in to your account at the top-right of your screen, or click directly from the email we will send to you with this information. For technical assistance, please call 202.709.6591 and we will be happy to help.

We recognize that some in our community are experiencing financial hardship. We stand by our commitment that finances should never be a barrier to full participation at Adas. Should you find yourself in such a hardship, you can reach out to our Executive Director, David Polonsky, at any time for a confidential conversation. Thank you for your support and diligence, now more than ever.



We continue to count the abundant blessings in our lives as we move through this moment — this Adas community, and each and every one of you, chief among them. Please continue to stay connected with us at [adasisrael.org/adasairwaves](https://adasisrael.org/adasairwaves).

We look forward to seeing you online and in our building — our home away from home — before too long.

Yours always,



Laurie Aladjem, Synagogue President  
Rabbis Lauren Holtzblatt & Aaron Alexander



# Your Synagogue “Lives” In The Messaging

- Web
- Email
- Social
- Print
- Language
- New Media
- PR
- Paid Ads
- Zoom
- Livestream



This has been a time of **heartbreak, isolation, struggle, and great fear of the unknown.**

It's also been a time of **heroism, generosity, ingenuity, and daily testament to the strength and resilience of the human spirit.**

**Nurture your communities.  
They need you now more than ever.**

# תפילין

