

1. Who will use the new mikvah?

Located in the heart of the bustling East Denver Jewish community, the new facility will be open to all Jews for all mikvah purposes, including conversions to Judaism.

2. Wasn't there a no-conversion policy at MOED?

At the current facility a no-conversion policy is maintained to respect the wishes of the dedicated founders who built the Mikvah of East Denver in 1998. Today, standing on their shoulders, our task is to assure that the new community mikvah will serve the entire community for generations to come.

3. Why does such a new building need to be replaced?

Unfortunately, the building – despite being only 15 years old – is badly deteriorated and soon will be unusable. The Raise the Roof Campaign in 2006 provided funds to repair the roof and triage other problems, but the repairs were not permanent. The building has subsequently experienced even more decay. Now, the condition of the building's foundation, roof, walls, and nearly every building system is so decrepit that the entire facility must be replaced.

In 2012-2013 construction and engineering experts engaged by the board of directors advised that repairs to the sinking & heaving foundation would be extremely expensive, and that the roof could not be repaired at all: it would need to be re-engineered and replaced - joists and all - requiring structural changes to the walls, as well. These experts further cautioned that if repairs were undertaken, significant unanticipated costs would almost certainly arise as a result of unforeseeable construction issues.

After weighing all options carefully, the board determined that replacing the facility would be more cost effective than attempting to repair the existing mikvah.

4. Why a new mikvah here and now? Aren't there enough other mikvahs in the metro area?

Although the Denver metro area has two other mikvahs, both are located considerable distances from the heart of the east Denver Jewish community.

Home to most of Denver's Jewish infrastructure, thriving Jewish schools, and many synagogues - including three of Denver's five largest, the east side has a higher density of Jews than any other area of Denver. It is home to Jews who describe themselves as Orthodox, Reform, Conservative, Reconstructionist, Renewal, and even "just Jewish."

For many, mikvah is part of the very fabric of a functioning Jewish community.

Many of Denver's community rabbis are strongly invested in the success of this project; they – along with other community leaders - have stressed that a mikvah built in east Denver is geographically ideal. A community mikvah in the core of our community, one we all can proudly share, is the final pillar upon which we can build our future.

5. What will the new facility be like?

To be rebuilt on the site of the current building at the northeast corner of Leyden Street & Alameda Avenue, the new facility will be about one-third larger than the current facility, meeting the needs of all segments of our growing Jewish community.

In addition to the three beautiful mikvah pools, the new community mikvah will feature a welcoming lobby; a private office that can serve as a small meeting room; a men's area with private entrance; a women's area with separate entrance & exit, and four lounges including a bridal lounge; a pool for immersing kitchenware; and a private meditative garden.

6. What's the timetable?

MOED's capital campaign Quiet Phase begins now, with the Public Phase to be launched once naming rights and a significant amount of the necessary large financial commitments are secured. When these are in place the community will be asked to join our efforts.

Capital campaigns of this type typically take 12-18 months. The board will keep the current facility open as long as possible, for the convenience of its current patrons. Since an owner's representative, architect and builder are already engaged, once the capital campaign is completed we will immediately raze the existing facility and begin to build a new mikvah of beauty, stability and function: one that will serve the entire community for generations to come.

Once we break ground, construction will take 6-10 months.

7. What will it cost?

The total cost of the new mikvah will not exceed \$1,668,235, an amount that includes a project contingency and all fundraising and financing expenses. We have been prudent to include in this budget:

- Consultants with significant experience with non-profit capital projects, putting us ahead of many non-profits who embark on capital campaigns.
- A capital reserve to assure that future maintenance will never be a drain on the community nor necessitate emergency fundraising in the future.

A detailed campaign budget is available for those who wish.

8. Couldn't we build it cheaper?

Cheaper, perhaps, but not if the facility is to last. This mikvah will be built with quality, aquatic commercial construction - which is costly. We have worked meticulously to ensure that architectural and construction plans are realistic, properly engineered, and use appropriate materials and systems for Denver's unique climate. Our finishes will be tasteful, warm and inviting without being grandiose or lavish.

Our plans are professionally sound, prudent, and transparent. The MOED Board has spent considerable time developing this budget and vetting every line item, leaving no stone unturned. We are confident that the building will be delivered on time and within budget.

9. Who is assuring quality and professionalism?

Running a capital campaign and building a mikvah require professional assistance. We have been careful to assure that every aspect of this project is done thoughtfully and with transparency:

- The MOED Board and its Capital Campaign Task Force have been working for more than 12 months with a carefully selected professional team of organizational, construction and rabbinic advisors including a highly-skilled owner's representative; architects & engineers experienced in building commercial and aquatic structures; financial professionals with the rigor to assure that while no monies are spent unnecessarily, no short cuts are taken; and a rabbinic expert with experience building mikvahs.
- Once we committed to building a new mikvah, the board engaged an experienced non-profit organizational consultant to examine all aspects of our current operation – governance, operational systems, facility, advocacy & fund development, leadership, budgeting, and sound fiscal management. After identifying and implementing best practices we rebuilt the organization from the bottom up, assuring that necessary support and ongoing training are in place to run MOED efficiently and transparently.

10. How can I help?

Thanks for asking! We hope you will consider a gift at one of the many levels listed.

Naming Opportunities

The Mikvah	\$ 750,000
Women's Mikvah	\$ 350,000
Men's Mikvah	\$ 250,000
Utensil Mikvah	\$ 100,000
Bridal Lounge	\$ 75,000
Women's Lounges	\$ 50,000 each

Giving Levels

Emerald	\$ 25,000 and more
Sapphire	\$ 10,000 and more
Topaz	\$ 5,000 and more
Opal	\$ 1,000 and more
Friend	a gift of any amount

We are grateful for your participation at any giving level.

