

Celebrating **Four**
Decades
of Building
Israel
Education
Fund

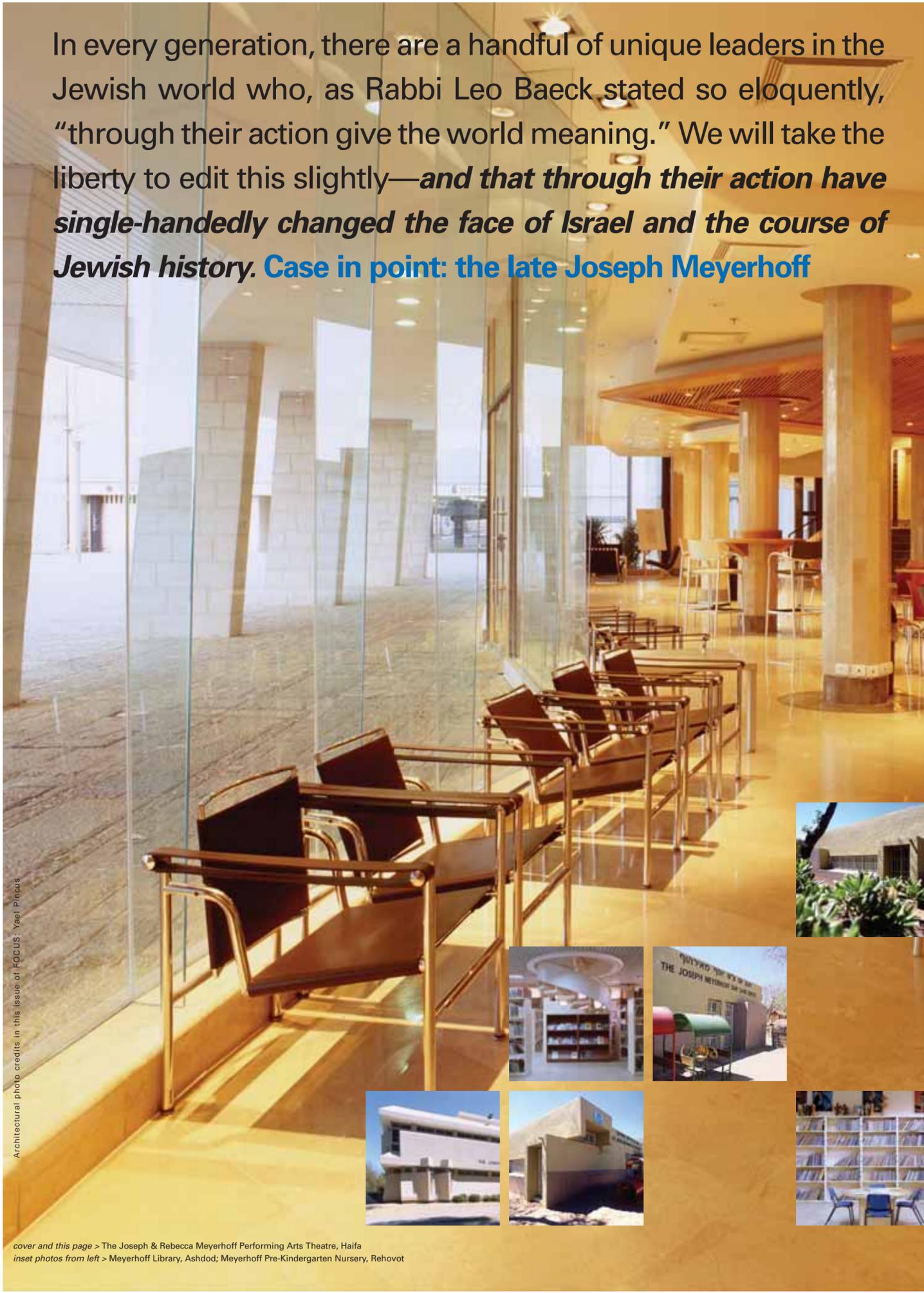
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FOCUS > Special Edition
UJC Overseas Supplemental Giving/Israel Education Fund
United Jewish Communities 111 Eighth Avenue New York, NY 10011

Some FACTS. There always is a starting point. It's just a question of defining it. The first spade actually hit the dirt in 1964. Construction got under way. Which would make the four decade mark sometime next year. The first IEF school actually opened for business in 1965. But by the time you see the building you are seeing the end of the first step. Not the beginning. And to mark the fortieth anniversary of Israel Education Fund by that measure would fall short. Israel Education Fund celebrates now because it was forty years ago, in 1963, when David Ben-Gurion saw an inequity in access to education that could forever alter the fabric and face of Israeli society. Only 18 percent of Israeli kids got a high school education—and they had to pay for it. Of even greater consequence was the disparity between opportunities available to “veteran” kids and new immigrants. Sounding familiar? In 1963, he decided to do something about it. In 1963, the idea of Israel Education Fund was born. In 1963, Joseph Meyerhoff and UJA's leadership, along with the government of Israel and the Jewish Agency, began to piece together a plan that would set new precedents. We're rolling out the anniversary now to both celebrate the phenomenal achievements of Israel Education Fund donors and to set the stage for moving forward. Because building the land of Israel is far from over.

In every generation, there are a handful of unique leaders in the Jewish world who, as Rabbi Leo Baeck stated so eloquently, “through their action give the world meaning.” We will take the liberty to edit this slightly—and **that through their action have single-handedly changed the face of Israel and the course of Jewish history.** Case in point: the late Joseph Meyerhoff

Architectural photo credits in this issue of FOCUS: Yael Pinus



cover and this page > The Joseph & Rebecca Meyerhoff Performing Arts Theatre, Haifa
inset photos from left > Meyerhoff Library, Ashdod; Meyerhoff Pre-Kindergarten Nursery, Rehovot



from left > Joseph and Rebecca Meyerhoff with Golda Meir, 1951; Joseph Meyerhoff and David Ben-Gurion, Tel Aviv, 1962; Joe with son Bud Meyerhoff pictured at left; Bud with wife Lyn and daughter Terry, 1975; Terry Meyerhoff Rubenstein supervising construction of Meyerhoff Theatre, Haifa, 2001.

A LEGACY in action

While Joe Meyerhoff's legacy reverberates throughout Baltimore, Israel and our Jewish world, perhaps the greatest testament to his life is the legacy of community involvement, leadership and tzedakah that he and wife Rebecca instilled in their children, son Harvey (Bud) and daughters, Eleanor M. Katz and the late Peggy M. Pearlstone.

The impressive line up of third generation Meyerhoff family members in leadership roles today:

- Richard Pearlstone
- Danny Katz
- Laura Katz Cutler
- Sally Katz
- Thomas O. Katz
- Walter Katz
- Jennifer & Joseph Meyerhoff II
- Lee Meyerhoff Hendler
- Terry M. Rubenstein
- Zohara M. Hieronimus

The number of balls this placed in the air did not intimidate Joseph Meyerhoff. Because that was his signature style—and would remain so throughout his life. A seemingly endless capacity to do what was right and what was needed. *When it was needed.*

It was therefore no surprise those thirteen years later, as Israel faced another looming crisis that David Ben-Gurion turned to him. Nor are the end results. Under the leadership of Meyerhoff, then president of UJA, with the Government of Israel and the Jewish Agency as partners, Israel Education Fund was launched. Yet another first. *A donor-directed giving vehicle through UJA that would create a new critical mass of resources to apply to escalating needs.*

Over the course of his life, Joseph Meyerhoff would spend nearly as much time on civic and humanitarian causes as he did on the development, with son Bud, and son-in-law, Jack Pearlstone, of what would become one of this country's largest real estate companies. His philanthropic investment in building Israel is just as legendary, carried on today by his family.

From the time he was old enough to understand it, Bud Meyerhoff subscribed to his father's philosophy that being part of a community includes giving back to that community. His role in the civic development of Baltimore raised the bar for business leadership in public service. But like his father, Bud's commitment has extended beyond.

Without the efforts and leadership of Bud Meyerhoff, the United States Holocaust Memorial Museum could not have been built. Neither a survivor of the Holocaust nor the relative of one of its millions of victims, Meyerhoff's commitment rested on a determination to place the tragedy and its lessons borne at such a terrible cost, before Americans. That hallmark determination is reflected in his ongoing commitment as a leading partner in the continued building of Israel.

Today, Bud's daughter Terry M. Rubenstein, follows her grandfather's legacy, serving as president of Israel Education Fund. As Executive Vice President of The Joseph and Harvey Meyerhoff Family Charitable Funds, she leads the emerging fourth generation of Meyerhoff philanthropic leaders, continuing the unmatched Meyerhoff heritage of transforming compassionate commitment into bold action.

How do you actually measure the impact of one man's life?

We do not presume to be able to do so. And certainly, it would take volumes, not just pages, to do justice to the radiant impact of the actions and the lifetime of leadership of the late Joseph Meyerhoff.

So we're going to cut to 1950 and a critical three-day meeting of the world's top Jewish leaders in David Ben-Gurion's office. The topic: Israel's desperate need for money. The young country was facing economic disaster. A critical choice was on the table.

Launch an innovative initiative to sell "bonds" for Israel. Or, continue with the nascent UJA. The majority in the meeting felt UJA should be transitioned out. It had launched its first campaign for Israel in 1948 to raise donations for the fledgling new state, but after just two years, with fundraising in steep decline, most felt the potential was not there.

Joe Meyerhoff listened. But unlike many others in the room that day, he did not look at the decision at hand as an "either or" proposition. He understood the intrinsic, crucial value in both.

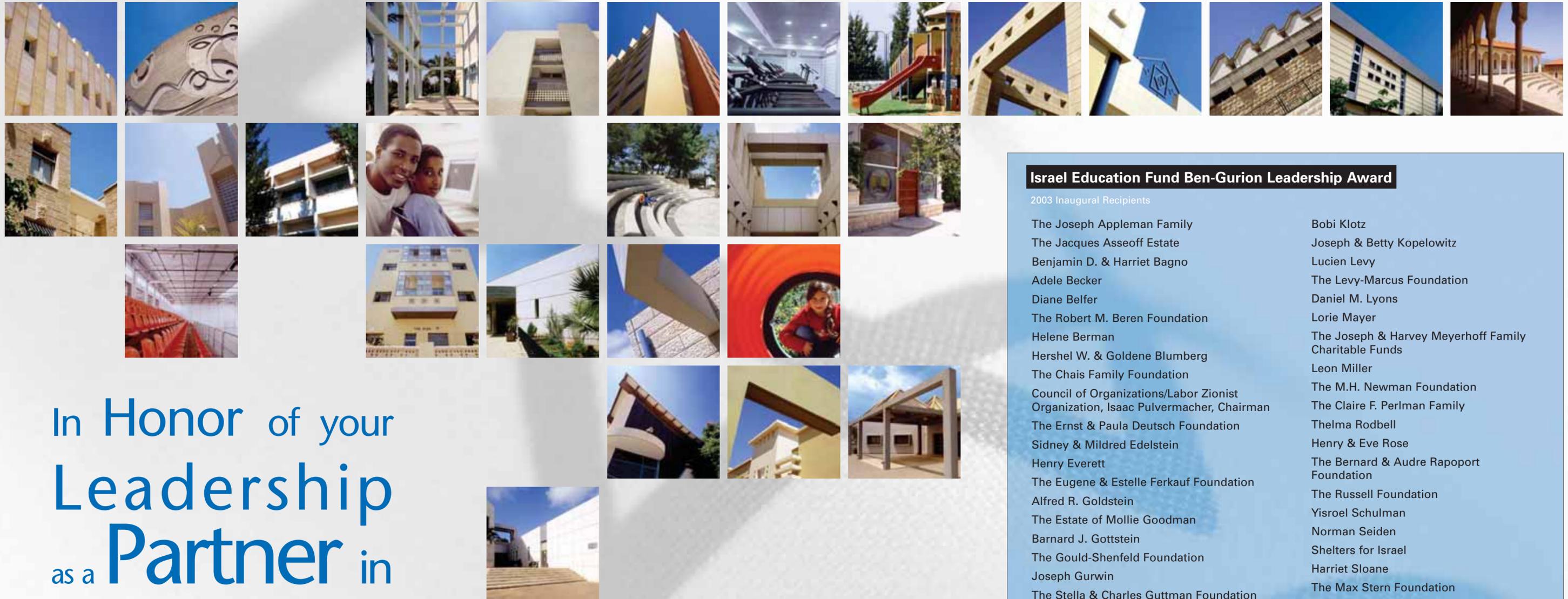
Yes, Israel needed a "no-strings" attached revenue stream. But a funding vehicle that could give expression to the collective will and common interests of the North American Jewish community was equally vital. And Israel? It needed both to even come close to meeting the extraordinary needs—both immediate and on the horizon—as hundreds of thousands of new immigrants flooded the young state.

Meyerhoff led the small contingent that envisioned a successful Israel bond program in tandem with a continued UJA campaign. And he did not stop there. By the conclusion of the meeting, the leaders would approve the four-point program he proposed: (1) to support the sale of a bond issue; (2) to renew efforts to increase donations to UJA; (3) to secure private investments; and (4) to seek government aid.

IEF projects funded by THE JOSEPH AND HARVEY MEYERHOFF FAMILY CHARITABLE FUNDS

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|---|--|--|--|
| <ul style="list-style-type: none"> Auditorium, David Yellin Teachers College Auditorium, ZOA House, Tel Aviv Beit Daniel, Senior Citizen Center, Emek Hefer Denmark Comprehensive High School, Jerusalem Eliezer Shavit Pre-Kindergarten Nursery, Ramat Gan Hapoel Soccer Program for Ethiopian Youth, Hadera Jerusalem Library, Ramat Eshkol Joseph & Rebecca Meyerhoff Children's Art Center, Tel Aviv Museum Joseph Meyerhoff Libraries > Ashdod Beersheva | <ul style="list-style-type: none"> Joseph Meyerhoff Libraries (cont.) Dimona Eilat Haifa Jerusalem – Katamon Rehovot Tel Aviv Yokne'am Melitz Center, Jerusalem Meyerhoff Day Care Centers Ashdod Beit Shean Valley Jerusalem | <ul style="list-style-type: none"> Meyerhoff Day Care Centers (cont.) Kiryat Gat Ness Ziona Netivot New Air Conditioning, Gilo Or Yehuda Rehovot Tel Aviv Meyerhoff Technical College, Tel Aviv University Migal Biotech Center, Kiryat Shmona Municipal Theatre, Haifa Performing Arts Center, Beersheva (under construction) | <ul style="list-style-type: none"> Regional Sports Hall, Misgav Scouts Club, Ramat Gan Shevach Moffet School, Teen Lounge Scholarships > ATIDIM Donny/David Schley Scholarship Fund ELEM Shevach Moffet School for Science and Culture Tel Hai Rodman Regional College, Upper Galilee Shoshana Sapir Community Center, Kfar Saba Yitzchak Shavit Library, Negev Academic College of Engineering, Beersheva |
|---|--|--|--|

Ben-Gurion's call to action was matched by the tenacity, dedication and boundless commitment of Israel Education Fund donors that continues until today. Could those who created IEF have fully realized the ultimate capacity of this commitment? The lives that every IEF project would touch—year after year; generation after generation? IEF donors have left a mark on the history of Israel that is unparalleled. And a legacy to all the Jewish people that has yet to be fully measured. In celebration of forty years building Israel, IEF is proud to honor the 2003 inaugural recipients of the Israel Education Fund Ben-Gurion Leadership Award.



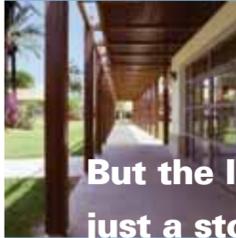
In Honor of your
Leadership
 as a **Partner** in
Building the
Land of Israel

Selection criteria for the Israel Education Fund Ben-Gurion Leadership Award are either a minimum capital investment of \$1,000,000 or the funding of multiple projects through Israel Education Fund.

Israel Education Fund Ben-Gurion Leadership Award

2003 Inaugural Recipients

- | | |
|---|---|
| The Joseph Appleman Family | Bobi Klotz |
| The Jacques Asseoff Estate | Joseph & Betty Kopelowitz |
| Benjamin D. & Harriet Bagno | Lucien Levy |
| Adele Becker | The Levy-Marcus Foundation |
| Diane Belfer | Daniel M. Lyons |
| The Robert M. Beren Foundation | Lorie Mayer |
| Helene Berman | The Joseph & Harvey Meyerhoff Family Charitable Funds |
| Hershel W. & Goldene Blumberg | Leon Miller |
| The Chais Family Foundation | The M.H. Newman Foundation |
| Council of Organizations/Labor Zionist Organization, Isaac Pulvermacher, Chairman | The Claire F. Perlman Family |
| The Ernst & Paula Deutsch Foundation | Thelma Rodbell |
| Sidney & Mildred Edelstein | Henry & Eve Rose |
| Henry Everett | The Bernard & Audre Rapoport Foundation |
| The Eugene & Estelle Ferkauf Foundation | The Russell Foundation |
| Alfred R. Goldstein | Yisroel Schulman |
| The Estate of Mollie Goodman | Norman Seiden |
| Barnard J. Gottstein | Shelters for Israel |
| The Gould-Shenfeld Foundation | Harriet Sloane |
| Joseph Gurwin | The Max Stern Foundation |
| The Stella & Charles Guttman Foundation | David & Marietta Teitler |
| Paula & Henry Hanover | UJA-Federation New York Women's Division |
| Mortimer J. Harrison Trusts | Lilly Wajnberg |
| Sylvia Hassenfeld | The Harry & Jeanette Weinberg Foundation |
| The Dr. Bernard Heller Foundation | Elaine Winik |
| Myrtle Hirsh Family | The Woldenberg Foundation |
| The Jesselson Family Foundation | |
| Ludmila & Semyon Kislin | |



But the IEF story is not just a story of what was. It's very much a story in the making. And its legacy of leadership and commitment, a roadmap for meeting the serious challenges we face today.



IEF donors are community builders

How do you build community? From the ground up. IEF case study: Yokne'am. Yokne'am had humble beginnings as a small moshav founded in the 1930s that had grown with successive waves of new immigrants. By 1989, with the collapse of the major employer in the area, the name Yokne'am rapidly became synonymous with "hopeless." There was no community center, no central address where even ten people could come together. That's when IEF donors stepped in, building a community center, a public library and theater, pre-kindergarten nurseries. Life containers. And becoming vital partners in transforming Yokne'am into a vibrant, cultural home for its diverse ethnic population.

IEF donors nurture and grow Israel's children

IEF donors have always invested in Israel's most precious resource—her children. Indeed IEF was launched specifically to build comprehensive high schools throughout developing areas of the country. But IEF leadership quickly recognized that creating equal educational opportunity was a seamless continuum. And the starting point was providing quality, safe, nurturing environments for Israel's youngest citizens. The scope of IEF was broadened to include all the facilities for nurturing and growing Israel's children, including an extensive network of pre-kindergarten nurseries and libraries.

IEF donors build safe havens for the vulnerable

The commitment of IEF donors ensures that the crucial needs of Israel's most vulnerable populations do not fall through the cracks. IEF donors have been essential partners in the development of Jewish Agency residential Youth Aliyah Villages for youth at-risk, sheltered housing for homeless youth, and emergency centers for abused children. IEF donors have partnered to build Jewish Agency absorption centers, ensuring that vulnerable olim—single-parent families, elderly, youth and students in Israel by themselves, Ethiopian olim, and olim fleeing from countries in distress—have the supportive environment essential in paving the way for successful integration.

IEF donors bring joy and comfort to the elderly

What distinguishes the Jewish People more than anything else is how we care for our elderly. IEF donors have partnered with the Jewish Agency's Amigour to provide affordable housing for the elderly. The commitment of IEF donors has transformed 'quality of life' from an issue into facts on the ground for hundreds of thousands of Israel's elderly through a network of senior citizen centers, assisted living facilities, specialized hydrotherapy centers or centers that provide services for Alzheimer's patients.

IEF donors turn dreams into equal opportunities

Israel Education Fund donors have nurtured Israel's children as toddlers, paving the way for their success in secondary education. And when they complete compulsory service in IDF and are ready, IEF donors put a higher education in their hands. IEF donors have granted over 45,000 scholarships and are pivotal partners in building Israel's regional college system, helping young people with big dreams—and even bigger potential—earn a college degree.



STRAIGHT TALK

"IEF donors build more than buildings. Our capital investment in building the land makes a statement to our family in Israel that we believe in their future. Looking back at the genesis of Israel Education Fund and all that IEF donors have achieved, it's clear that even in the toughest of times, with creativity and commitment, there is a resource to meet every challenge."

Terry M. Rubenstein, President
UJC Overseas Supplemental Giving/Israel Education Fund

About FOCUS.
UJC Overseas Supplemental Giving/IEF is committed to being your partner in meeting overseas challenges, providing donors a broad range of 'above and beyond,' donor-directed opportunities.

OSG/IEF looks at funding as a creative process. **Aligning donor interests with critical overseas needs** in Israel, the FSU and eastern Europe, or wherever Jews are in need, donors within the UJC family have the opportunity for direct impact through personalized commitments.

Each issue of **FOCUS**, highlights people, projects and initiatives representative of an area of overseas need presented through one of the funding vehicles of UJC Overseas Supplemental Giving/IEF:

Israel Education Fund (IEF)
One in every six Israelis benefits from an IEF project. Over the past 38 years, IEF has completed over 1,250 educational and community capital projects.

People to People
Personalized donor-directed participation in priority humanitarian projects and programs, as well as capital projects.

Unity Campaign
Programs with the religious streams and non-denominational organizations committed to a pluralistic and tolerant Israel.

Overseas Endowment Program (OEP)
Working with federation endowment professionals, OEP links donors' interests and financial capacities with a carefully developed array of overseas endowment opportunities.

Contact OVERSEAS SUPPLEMENTAL GIVING/IEF. For further information on the full range of overseas funding opportunities, please contact:
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by fax: 212.284.6854
by email: Yitzchak.Shavit@ujc.org
by mail or in person:
111 Eighth Avenue Suite 11E
New York, NY 10011

or visit us online at www.ujc.org/givingoverseas

Want your name to live in Israel forever? There are over 250 urgently needed capital projects waiting for funding.

There is no stronger statement of your commitment to Israel's future than a capital investment now. And no partner with a stronger track record than Israel Education Fund.

The facts on the ground speak for themselves. IEF donors have built over 1,250 buildings throughout the land of Israel. Putting that number into context: it is equivalent to IEF donors building every public elementary, middle and high school in Dallas, Chicago, Philadelphia and Baltimore combined. But IEF donors have built more than schools. IEF buildings are community builders. Places to explore; places to learn; places to come together.

Any way you look at it, IEF donors have helped build the land of Israel in a really big way. And still are. You can become part of the story. And let your name live in Israel forever.