



Academic Excellence and Affordability in Day School Education

February 2009
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Dear Board Member:

We are incredibly proud that in just the last two years, our MetroWest community and its three Jewish day schools — Solomon Schechter Day School of Essex and Union (SSDSEU), Hebrew Academy of Morris County (HAMC), and Joseph Kushner Hebrew Academy/Rae Kushner Yeshiva High School (JKHA/RKYHS) — initiated a \$50 million campaign to create endowments to enhance academic excellence and affordability. We are empowered by the knowledge that our community is boldly, strategically and collaboratively moving forward to create stronger and more dynamic institutions that will continue to provide the highest quality education, today and well into the future.

As always, we want to ensure that our most dedicated leadership is aware of the wonderful successes and innovative collaboration of our unique community.

There has been significant progress in The MetroWest Day School Campaign supporting all three Jewish day schools. The Campaign includes a central Community Day School Fund as well as targeted funds supporting each of the schools. All of these funds were founded by community donors and United Jewish Communities of MetroWest NJ (UJC) and coordinated by the Jewish Community Foundation of MetroWest NJ (JCF), the planned giving and endowment arm of UJC. The JCF has established The Herskowitz Society, dedicated to recognition of donors giving \$100,000 or more to a permanent day school fund of the JCF. (Many other donors have shown their support through vital gifts at lower levels, as well.) The Society, which exemplifies commitment to furthering day school education, is named in memory of members of the Gottesman family. Paula and Jerry Gottesman are lead benefactors and visionaries of this campaign. With more than \$20 million in commitments from nearly 100 donors, UJC MetroWest is now viewed as a national leader in endowment development.

In addition to building long-term support for our schools, the MetroWest Day School Campaign has allowed for significant and immediate new initiatives and enhancements to existing programs directly affecting our children. Each school is using money from its own long-term funds to support specific enhancements within that school. In addition, through the Community Day School Fund, which is overseen by a collaborative board, our community has invested more than \$600,000 in new grants over the last two years toward improving affordability and excellence in our schools. Thanks to grants already

received, we are actively working on making improvements in science education, Hebrew language instruction, Israel trips, marketing initiatives, and professional development for teachers. Funds also support expanded affordability programs specifically created for middle-income families often caught in the “tuition squeeze.”

Though we are energized and proud of our fundraising successes, we are just as passionate about the second objective of this ground-breaking initiative: building community-wide day school collaboration. The MetroWest Day School Campaign has generated a new model of collaboration that is being closely watched by many other communities and national organizations. Administration and faculty from our three diverse day schools — SSDSEU, an affiliate of the Conservative movement; HAMC, a pluralistic “community” school; and JKHA/RKYHS, a Modern Orthodox yeshiva — meet regularly to share ideas and resources. The schools have launched cost-efficient, cooperative programs that bring together staff from the three schools to learn from experts in the field and from one another.

We have enclosed a copy of a new joint marketing brochure, funded by a grant from the Community Fund, highlighting day school education in MetroWest and spotlighting each school. Our continuing goal is to broaden awareness among younger Jewish families of the outstanding secular and Jewish education MetroWest days schools provide.

We are also enclosing a summary of the new collaborative work of the MetroWest Day School Campaign and a summary of programs that were developed over the last two years. Some of the ideas for these programs as well as for the innovative and creative events that are planned for the future have come directly from members of the day schools’ Boards of Trustees. We continue to welcome your ideas as we move forward.

We hope you share in our enthusiasm, passion, and excitement for our vision for an ever stronger and more vibrant day school community in MetroWest.

METROWEST HEADS OF SCHOOL COUNCIL

Moshe Vaknin, Head of School, HAMC
Joyce Raynor, Head of School, SSDSEU
Susan Dworzen, Head of School, JKHA
Rabbi Eliezer Rubin, Principal, RKYHS
Kim Hirsh, Development Officer, Jewish Community Foundation of MetroWest
Robert Lichtman, Executive Director, The Partnership for Jewish Learning and Life
Jordana Schoor, Coordinator, MetroWest Day School Endowment Projects

