



BUILDERS OF JEWISH
EDUCATION

Annual
Report
2010 - 2011





Our Future Is In Their Hands.
Let's Teach Them Well.



They are growing up now: the next generation of leaders and thinkers, teachers and healers, scientists and artists, entrepreneurs and philanthropists. Whatever they do, a quality Jewish education – in its myriad forms – will help them become who they are. That’s why BJE works to ensure quality, increase access, and encourage participation in Jewish education.

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A MESSAGE FROM DR. GIL GRAFF, BJE EXECUTIVE DIRECTOR

This report highlights BJE's programs and activities during 2010-2011 aimed at accomplishing three mission-driven goals in Jewish education: Encouraging participation, enhancing quality, and increasing access. The impact of BJE's work, however, reaches beyond the facts and figures that can be summarized in an annual report. Last year, I was privileged to hear personal stories from families who found exactly the right program with the guidance of BJE's JKidLA and Concierge; who discovered that Jewish high school was no longer out of reach thanks to the BJE-administered Jim Joseph Foundation High School Affordability Initiative; early childhood educators whose classrooms came alive with new ideas from a professional development conference; teens whose BJE March of the Living and Sulam Service Learning experiences contributed to their deepening Jewish identities.

The partnership of many individuals, foundations and The Jewish Federation have played a vital role in making the services and programs referenced in this report possible. BJE and those it serves – children, families, educators and Jewish educational institutions – are deeply appreciative of the confidence and investment of these partners. BJE's ability to take significant strides forward in the face of economic and other challenges owes much to the vision, wisdom and skill of BJE President Marc Rohatiner who served in this capacity, 2008-2011. The legacy of his leadership, in partnership with an outstanding board and staff is, as the impact of BJE, enduring. As we look ahead to BJE's 75th anniversary year, these pages convey a small part of a compelling, continuing story.



A MESSAGE FROM MARC ROHATINER, BJE PRESIDENT

The preparation of this annual report invites a broader reflection for me, coinciding as it does with the close of my three years as Board President. During that time, BJE worked to implement a strategic plan developed during a very different economic climate. However, one of the remarkable qualities of BJE has always been its ability to anticipate and respond to the ever-changing needs of the community with relevant programs that enhance quality, increase access, and expand participation in Jewish education. I'm proud of the work that the board and staff have accomplished together, and grateful to my predecessor, Elaine Lindheim, for laying the solid foundation on which we continued to build. I pass the gavel to Donna Nadel with admiration and respect; she is a gifted leader with the intellect and passion for Jewish education to lead BJE into the future. I look forward to my new role as Past President with new motivation: The recent arrival of my first granddaughter, and the knowledge that BJE will be here to ensure that she will grow and thrive in a community filled with vibrant, meaningful Jewish educational opportunities.



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INTRODUCTION

BJE: Building Jewish Education in Los Angeles

For nearly 75 years, BJE has been helping to build a wide range of Jewish educational opportunities for students in the greater Los Angeles area. Highly skilled, innovative teachers remain central to an engaging and meaningful educational experience, whether the setting is a day school in the Valley, an early childhood center in the City, a synagogue-based religious school in the South Bay, a youth group service project, or a parade through the streets of Jerusalem. Moreover, educators are expected to manage more than classrooms in today's complex world; technology, human resources, budgeting and fundraising are part of the job description for many.

In 2010-11, BJE helped more than 1,000 Jewish educators and administrators keep pace with the changing needs of students and organizations through a variety of continuing education programs that would be difficult or costly for individual schools to offer on their own. These included peer-to-peer learning, access to federally-funded experts and in-kind services for students and teachers valued at \$1.4 million in partnership with LAUSD, and a range of professional development opportunities such as:

- The Bebe Feuerstein Simon Early Childhood Educators Institute
- Religious School Educators Conference
- Religious School Principals Council
- Community of Practice for Special Education
- Leadership and Fundraising Academy
- Day School Heads of School Council
- Legal Consortium
- Technology Training/Technology Plans
- Focused workshops on bullying prevention
- Human Resources Consortium
- Certificate Program in Hebrew Immersion Methodology
- Early Childhood Education Directors Network





EARLY CHILDHOOD EDUCATION

Natural Curiosity Meets Nature

There are dozens of ways that a backpack full of rocks could derail a preschool lesson plan – unless the rocks become the lesson plan. Rocks can be weighed, sorted by color, size, and shape, counted and re-counted. They inspire art, provide a

window to the history and geology of the region, and they have scientific names that a four-year-old can rattle off as readily as naming favorite animals.

“Young children are naturally drawn to rocks, and they provide countless opportunities for teaching to a child’s interest,” explained Susan Wood, a presenter at BJE’s Bebe Feuerstein Simon Early Childhood Institute in January. The Institute focused on new ideas and strategies for creating a successful outdoor classroom using the inquiry-based methods of Reggio Emilia, in which teachers prepared for a wide variety of “teachable moments,” cued by the natural curiosity of their students and often starting with outdoor play time. As they learn from and about nature, young children discover the simple actions they can take to respect and conserve natural resources. They begin to understand that even the smallest child can participate in Tikun Olam - taking care of the world we all share.

Hannah Greenbaum, a recent USC graduate and first year teacher at Mishkon Tephilo in Venice, attended her first BJE Early Childhood Institute in January. “It helped me realize how important it is to bring natural elements into the classroom,” she noted. Hannah left the conference with ideas for numerous activities inspired by the leaves, twigs, and other natural treasures her students find – including “supersizing” them for closer observation with the aid of an overhead projector.





RELIGIOUS SCHOOL EDUCATION

Beyond Hebrew School

When it comes to Jewish education, what happens in the classroom should **not** stay in the classroom. This was one of the themes that shaped BJE's annual conference in January 2011. More than 300 Religious School educators representing 35 institutions explored ways to keep Jewish education engaging for students with a wide range of interests and learning styles to help them find relevant connections between Judaism and "real life" beyond the classroom.

For Amir Orbach, who makes good use of his theater background as a teacher at Congregation Tikvat Jacob in Manhattan Beach, the conference provided a chance to reconnect with colleagues and continue his own education. "Getting students out of their seats and interacting with each other while incorporating Jewish values is a great way to engage them. I always get something new out of the workshops."



TEENS

BJE Sulam Service Learning

At BJE, community service is a springboard to meaningful Jewish learning. Through the web-based Sulam Center (www.sulamcenter.org), BJE helps teen volunteers and youth program advisors anywhere in the world understand their community service projects, and reflect on their experiences in connection with Jewish values and texts. Angelenos can also find volunteer opportunities that are compatible with Jewish service learning goals as well as their interests, availability, and location. In 2010-11, a total of 23,441 visitors utilized the website resource, and nearly 6,000 downloaded materials.

BJE Sulam Summer Service Corps

Many organizations offer community service opportunities for high school age volunteers. Fewer such opportunities exist for students in middle school, and it can be challenging for b'nai mitzvah students to find meaningful volunteer experiences – especially those that include friends and fun. To that end, with support from the Jewish Federation, BJE initiated a summer Sulam Service Corps to be conducted in July and August 2011. With the start of summer four groups of students entering 7th, 8th and 9th grade had enrolled for each of the program's week-long sessions to perform hands-on service, and explore issues and challenges in greater Los Angeles through the perspective of Jewish values and texts.



ENGAGING FAMILIES IN JEWISH EDUCATION

Making the Match: JKidLA and BJE Concierges

BJE connects people with Jewish educational opportunities in Los Angeles through the Center for Excellence in Jewish Educational Engagement. The JKidLA website (www.jkidla.com) provides more than 6,000 unique visitors each month with a comprehensive listing of the myriad Jewish educational opportunities and resources in Los Angeles. BJE's Concierges for Jewish Education augment the online resources with personal help via phone and e-mail.

For Debra Markovic, BJE's City Concierge, the process has yielded some serendipitous results. "The Concierge Program is truly about building relationships with people," she said. "We knew that the time we invested in gathering first-hand information about schools and programs would be useful to families. But as we talk with families, we also learn about programs and services that need to be created or adjusted in order to address the evolving needs of this community. Accommodating the schedules of working parents and parents with infants, as well as broadening the scope of tuition assistance programs, are a few examples of these trends. Our relationships with parents and with schools have also enabled us to advise school administrations about marketing strategies that will broaden access to their programs. In this way, JKidLA is helping to both shape and promote the wonderful resources available to families in Jewish LA."





BJE March of the Living alumni are mourning the loss of Sigi Hart, the “adopted grandfather” to several delegations between 1996 and 2010.



Why is this trip different than all other trips?

On April 27, 2011, 178 students and 8 Holocaust survivors assembled with BJE program staff at LAX, comprising BJE’s largest-ever March of the Living delegation. More than 8,000 teens and survivors from around the world participated in this annual event to observe Holocaust Memorial Day (Yom ha’Shoah) at Auschwitz and Israel’s Independence Day (Yom ha’Atzmaut) in Israel.

Through this life-transforming journey, BJE enables teens to deepen their personal Jewish identity, connect with peers from L.A. and around the world, strengthen their understanding and relationship to the Jewish past, present, and future, and consider the meaning of Israel in their lives.

Talking with BJE’s Board of Directors in May, Emily Blau, a 2011 graduate of Oakwood School and March of the Living participant, shared a story that illustrates the particularly strong bonds that form between Los Angeles students and “their” survivors. The group accompanied Jack Adler when he returned to his hometown in Poland for the first time since the outbreak of WWII: “...He trusted us, a group of 178 loud and obnoxious teenagers, to be there with him. We were his family...Standing with Jack in his hometown...I had a different connection to those that perished; a ritual, spiritual and cultural one.”

As part of its 75th Anniversary special programs, BJE will offer an adult track for the 2012 March of the Living (April 16-29, 2012). For information, contact Miriam Goldman, 323.761.8619 or mgoldman@bjela.org.



“To be able to tell a parent their child can attend a Jewish day school reminds me why we do what we do. These students will be the leaders in the community and the world. It’s not just for today, but a launching pad for their life.”

Jill Zuckerman, Admissions Director,
New Community Jewish High School



DAY SCHOOL EDUCATION

Paying It Forward: Day School Endowment Initiative

In Spring 2011, Los Angeles was selected as one of three communities to participate in “Generations,” a \$3.1 million national initiative of the AVI CHAI Foundation and the Partnership for Excellence in Jewish Education (PEJE) to initiate and increase day school endowments. BJE will implement the “Generations LA” program in Los Angeles, providing seven local schools with coaching, marketing support, training and incentives to launch multi-year endowment and legacy giving campaigns.

The Generations LA partnership is the latest in a series of BJE initiatives to ensure the long-term sustainability of Jewish day school education in Los Angeles. Locally, matching funds – a requirement of the AVI CHAI/PEJE grant – were generously contributed by Wendy and Richard Kellner, Ellie and Mark Lainer, Janine and Peter Lowy and Sheila Baran Spiwak and Alan Spiwak. The seven day schools that will participate in “Generations” are: Adat Ari El Day School, Cheder Menachem, Harkham Hillel Hebrew Academy, Abraham Joshua Heschel Day School, Pressman Academy of Temple Beth Am, Valley Beth Shalom Day School, and Sinai Akiba Academy.

They join 5 day schools already working with BJE to build endowments through the Jim Joseph Foundation High School Affordability Initiative: Milken Community High School, New Community Jewish High School, Shalhevet High School, YULA Boys High School, and YULA Girls High School. These initiatives are part of a comprehensive program of day school endowment development in Los Angeles, the Simha and Sara Lainer Community Day School Endowment.

“For Peter and me, supporting the Generations LA program was a natural extension of our initial involvement in bringing the Leadership and Fundraising Academy to Los Angeles. Helping Jewish day schools reach their highest potential, by providing financial stability and governance training, is paramount to us. The Generations program, with its focus on endowment building, promises to bring the selected schools a new level of sustained commitment to enhancing their endowment funds. While building school endowments is no easy task, these funds are proven tools for longevity and financial stability and are commonplace among the best schools in the country. We are hopeful that participation in the Generations LA program will foster a culture of strategic long-term financial planning for our entire Los Angeles day school community.”

Janine Lowy, Community Partner

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Donors of unrestricted gifts to the 2010 Annual Campaign benefit BJE's entire spectrum of programs, projects, and operations. Those at the \$1,800 level and above are recognized as members of BJE Donor Societies and we are proud to thank them for their support.

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SUPPORTING JEWISH EDUCATION: HONOR ROLL OF DONORS

Gifts received January 1 – December 31

BJE gratefully acknowledges the essential support of the donors and organizations whose generosity enables BJE to provide ongoing services and programs to enhance quality, increase access, and encourage participation in Jewish education.

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 Margie & Rabbi Jacob Pressman
 Susan Green & Robert Ring
 Natalie & David Roberts
 Cynthia & David Roberts
 Janet & Robert Rosenblum
 Fran & Richard Rosman
 Jack & Elana Roth
 Marsha & Jeff Rothpan
 Leah & Dr. Arnold Rotter
 Minda & Dr. Jeff Salberg
 Stephanie Berman Schneider & Spencer Schneider
 Aviva Schotland**
 Barbara Fisher & Michael Scott
 Dr. Carol Kurz & David Senensieb
 Judy & Aron Shapiro
 Roberta & Yakov Shuchatowitz
 Linda & Lex Singer-Berk
 Steven Sloan
 Susan Fink Smith & Robert Smith
 Dr. Rachael Gordon & Don Snyder
 Mallory & Irv Sobel
 Laurie Goodman & Don Spetner
 Drs. Fredi & Steven Spiegel
 Karen & Brad Sraberg
 Liane & Benni Sternlieb
 Myrna & Joe Strapp
 Mary & Aric Streit
 Stella & Dr. Leslie Stricke
 Ethel & Dr. Martin Taft
 Pearl Tarnor
 Temple Israel of Hollywood Day School
 Yael & Dan Tenenbaum
 Marjorie & Howard Unterberger
 Madeline & Douglas Walker
 Jackie & Michael Waterman
 Pam & Dr. Robert Weingarten
 Shelley & Dr. Steven Weinstock
 Natalie Weiss & Dr. Aaron Willis
 Michelle & Dr. Steven Windmueller
 Barbara & Zev Yaroslavsky

ENDOWING THE FUTURE

BJE thanks the many individuals and families who have established named endowments in support of vital programs and services of BJE. Endowments, beginning at \$25,000, are recognized on the BJE's Wall of Honor. These endowments, in order of their establishment, include:

Bernard & Mollie S. Levin Fund*
 Margolis Memorial Scholarship Fund*
 Hyman Bolotin Fund, Bolotin Fund Judaic Studies*
 Max & Lillian Candiotty Scholarship Fund*
 Beatrice Schultz Endowment Fund*
 Morris Knopow Memorial Fund*
 Simha & Sara Lainer Endowment for Scholarships*
 Louis & Dora Stollman Endowment
 Scholarship Fund in Memory of Beatrice & Nathan Stoller
 Simha & Sara Lainer Endowment for Programs*
 Dr. S. Jerome & Judith D. Tamkin Scholarship Fund
 Zwern March of the Living Fund in Memory of Sigi Zwern
 Tamara Ehrlich Scholarship Fund
 Mary & Clarence Sobole Israel Scholarship Fund
 Max and Anna Baran, Ben & Sarah Baran & Milton Baran Endowment*
 Evelyn Baran, Gloria Baran, Sheila & Alan Spiwak
 Sharon & Herb Glaser Endowment for Early Childhood
 Dr. Samuel Dinin Endowment for Professional Development
 Bebe Feuerstein Simon Early Childhood Education Endowment
 Goldie D. Ivener Charitable Trust for the Jewish Community
 Library of Los Angeles
 Jeanine & Gerald Goldberg Endowment
 Joe R. Spizman Family Fund for Pre-School Education
 Halina Wachtel March of the Living Scholarship Endowment Fund
 Arthur & Edith Stern Pirkei Avot Fund
 Pauline Roberts Fund for the Teaching of Jewish Ethics

**Funds administered by the Jewish Community Foundation of Los Angeles*
 To discuss endowment opportunities at BJE, please contact Debra Bronow, (323) 761-8618 or dbronow@bjela.org.

A GIFT OF TIME TO ENSURE QUALITY

BJE expresses its appreciation to the following educators who gave generously of their time and expertise toward advancing excellence in Jewish education by serving as BJE representatives on school accreditation teams:

Rabbi Eli Broner	Adrienne Pasternak
Rabbi Dovid Felt	Julie Schimmel
Rabbi Josef Fradkin	Johanna Sohn
Ellen Goldberg	Rabbi Paul Steinberg
Shulamis Gruman	Rabbi Sholom Tendler
Fanny Levy	Rabbi Aharon Wilk
Dr. Joseph Hakimi Maghen	Chana Zauderer
Tali Mekahel	

Members of BJE's Day School Finance and Governance Committee volunteer their time and professional expertise to assist schools in reviewing and implementing operational best practices.

Herb Abrams	Gary Finder
Ellen Aprill	Leon Janks
Al Ashley	Steve Shapiro
Mark Berns	Dr. Alan Spiwak
Melissa Bordy	Arthur Stern
Steve Feder	Steve Uretsky

**Aggregate of grants received from the Jewish Federation of Greater Los Angeles in 2010 in support of specific programs and services.*

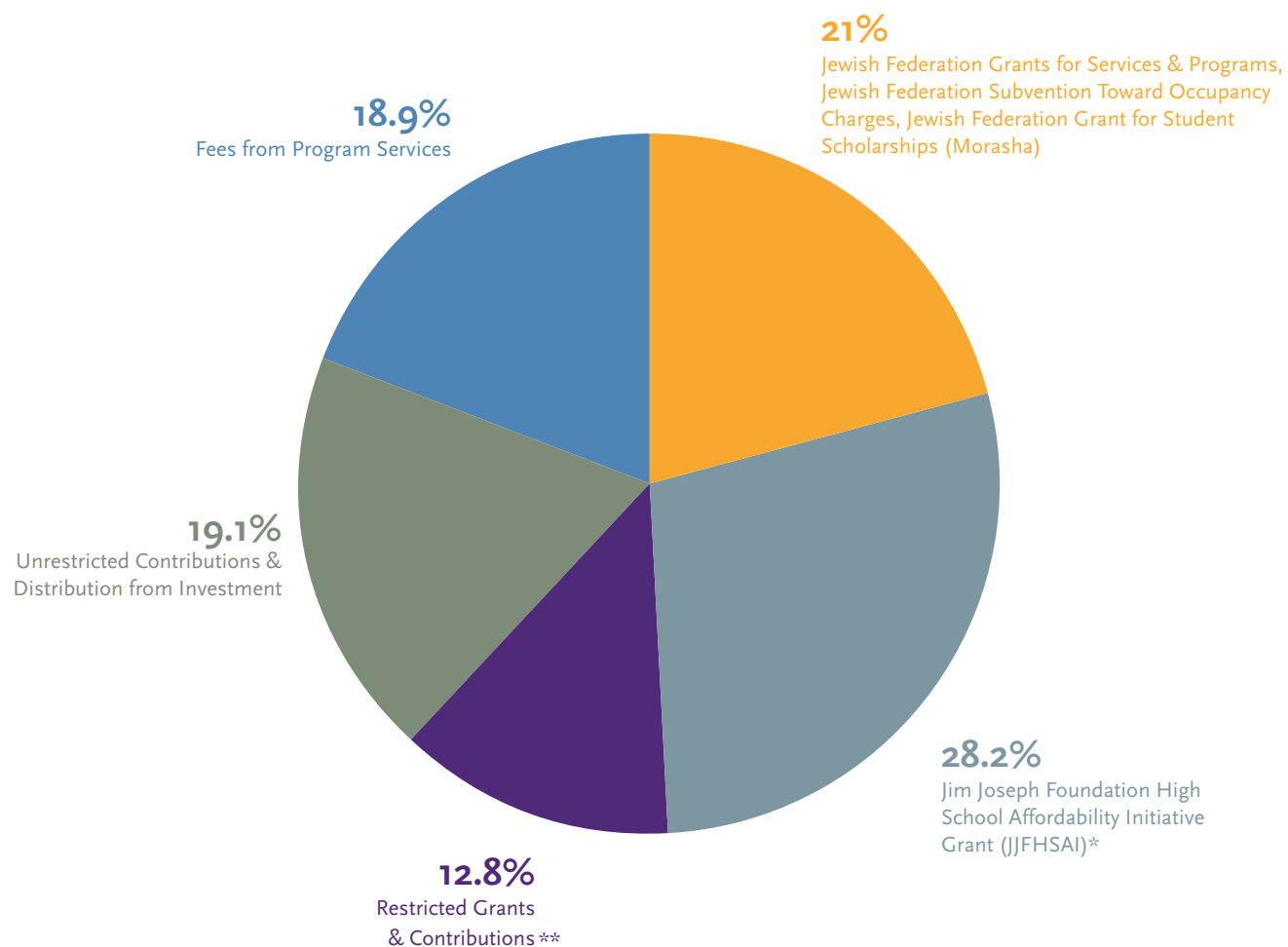
***Funds administered by the Jewish Community Foundation of Los Angeles*

FISCAL YEAR 2010 - 2011 ANNUAL REPORT (UNAUDITED)



Revenue

Jewish Federation Grants for Services & Programs	1,098,540
Jewish Federation Subvention Toward Occupancy Charges at Federation's Goldsmith Center	117,924
Jewish Federation Grant for Student Scholarships (Morasha)	54,000
Jim Joseph Foundation High School Affordability Initiative Grant (HSAI)*	1,706,924
Restricted Grants & Contributions **	778,930
Unrestricted Contributions & Distribution from Investment	1,157,835
Fees from Program Services	1,147,931
Total	6,062,084

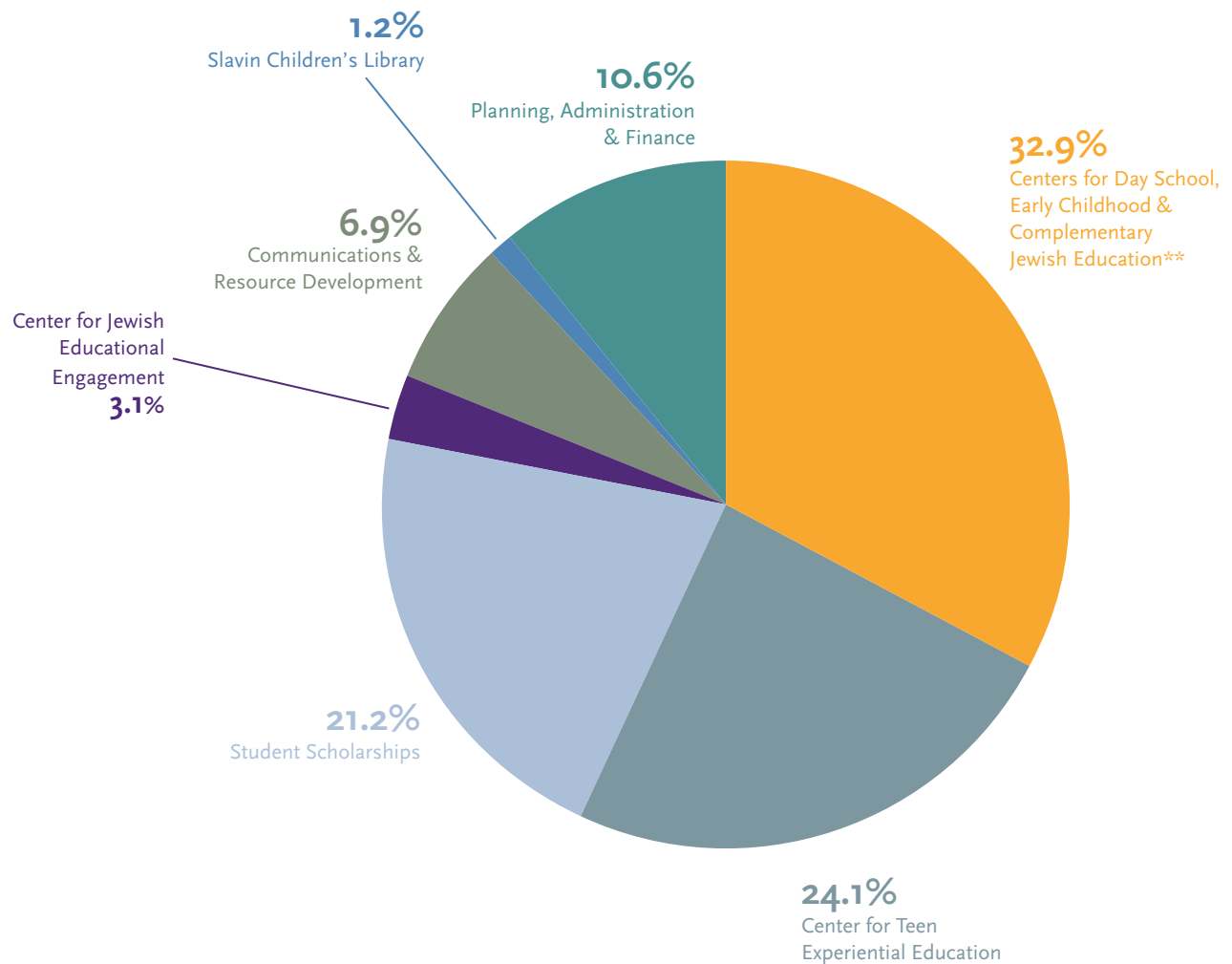


*In conjunction with Jewish Federation; includes prior year distribution reserved for 2010/2011 activity.



Expense

Centers for Day School, Early Childhood & Complementary Jewish Education**	1,992,764
Center for Teen Experiential Education	1,462,797
Student Scholarships	1,284,884
Center for Jewish Educational Engagement	184,923
Communications & Resource Development	421,028
Slavin Children's Library	75,090
Planning, Administration & Finance	640,598
Total	6,062,084



**Does not include 1,447,630 in program support accessed by BJE from LAUSD in support of student remedial services, staff development and technology, and funds raised for Simha & Sara Lainer Community Day School Endowment.



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Save the Date!

BJE's Gala Dinner
Thursday - January 19, 2011

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BJE is a beneficiary of
The Jewish Federation