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Charles Binsley

United Jewish Appeal

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April 9, 1985

Rabbi Herbert A. Friedman,
American Friends of Tel Aviv University
342 Madison Avenue
New York, NY 10017

Dear Rabbi Friedman:

Thank you for your letter. I am deeply grateful to you for setting our records straight on the founding of the Israel Education Fund. Dov Sinai and I have already spoken and have made plans to incorporate the historical material in your letter into an article on the IEF's achievements and prospects. This article will appear in the May Newsbrief.

Again, thank you for your valuable contribution to our organizational history. Since we are beginning our work for UJA's 50th anniversary celebration, it is very important for our published record to be accurate.

Sincerely,

Ronnie Horn
Public Relations Manager

RH/nb

cc: Dov Sinai

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PARTNERS FOR LIFE

Rabbi Herbert A. Friedman, President

April 8, 1985

Ms. Ronnie Horn
Newsbrief Editor
UJA-Public Relations Dept.
1290 Avenue of the Americas
New York, New York 10104

Dear Ms. Horn:

I am writing regarding the obituary notice on Joseph Meyerhoff in the March 1985 issue of your publication Newsbrief. In the notice, you described Mr. Meyerhoff as the first chairman of the Israel Education Fund. That is not correct. He was the second.

I was the Executive Vice-Chairman of the UJA and the founder of the Israel Education Fund in 1964, the year Mr. Meyerhoff was finishing his term as General Chairman. Mr. Charles Bensley of Riverdale, N.Y., a noted UJA lay leader with a long background of experience in education, having served 13 years as a member of the Board of Education of the City of New York and chairman of its building and sites committee, was elected first chairman of the IEF. He led a mission of distinguished educators to Israel; laid the groundwork for the administrative rules; and worked with the then Minister of Education, Zalman Aranne and his predecessor Abba Eban in setting the priorities for the IEF. He led the fund-raising for the first major project, the Denmark School in the Katamon district of Jerusalem and was himself the first donor.

After three years of Mr. Bensley's chairmanship, Mr. Meyerhoff, one of the finest leaders the UJA ever had in its entire history, took over and carried the Education Fund to even greater heights.

I am aware that Mr. Ralph Goldman, whom I brought to the UJA as Director of the IEF, has written a letter in which he described Mr. Meyerhoff as the first chairman. Mr. Goldman was simply unaware of the founding history.

I have discussed the matter with Ambassador Dov Sinai, who has corrected the Meyerhoff scroll of commemoration.



Rabbi Herbert A. Friedman, President

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I would appreciate it if you were to correct the item in the next issue of Newsbrief. The Meyerhoff family are dear friends of mine. I was honored when his son asked me to officiate at the funeral service. I have no wish or intention of diminishing Joseph Meyerhoff's achievements. Equally, I have no wish that the historic role of Mr. Bensley, who incidentally was a close personal friend of Mr. Meyerhoff, be overlooked or forgotten.

Sincerely,

AMERICAN JEWISH
ARCHIVES

Herbert A. Friedman
President

HAF:jm
cc: Ambassador Dov Sinai
Mr. Charles Bensley





C A M P A I G N

NEWSBRIEF

MARCH, 1985

SUPER SUPER SUNDAY BREAKS RECORD

ONE-DAY TOTALS EXCEED \$17 MILLION

With some 20,700 volunteers making calls in 75 communities on January 27, UJA National Super Sunday broke the record for money raised in one day for Jewish charitable purposes—\$17,395,000.



National Chairman Alex Grass (left), Sanford L. Hollander, UJA National Super Sunday Chairman (center) and Seymour Epstein, General Campaign Chairman for MetroWest, N.J., review community reports from around the country.

METROWEST, N.J., January 27—UJA National Chairman Alex Grass dialed and spoke: "Hello... is it snowing in Tulsa?... How many phones do you have?... Just wanted you to know, from a national point of view, we're concerned and interested..."

Phoning from National Super Sunday headquarters in South Orange, N.J. and later from UJA-New York Federation headquarters in Manhattan, Grass and MetroWest's Sanford L. Hollander, National Super Sunday Chairman, canvassed communities throughout the day.

"We are extremely proud," Grass explained, "of the dedication of Jewish communities around the country. It's more than the money raised—it's the number of people renewing their commitment today that counts."

"Super Sunday is the time for **all** Jews to join in a great philanthropic cause," Hollander added.

Grass and Hollander found that the National Appointment-Making Program significantly enhanced Super Sundays in Bergen County, N.J., Bridgeport, Conn. and Broome County, N.Y., in addition to MetroWest.

Perhaps MetroWest's most exciting phone call of the day, however, occurred when the community made contact with Dr. Abram Kagan of Leningrad, longtime *refusenik*, with whose daughter many community children have been twinned for Bat Mitzvah.

(More Super Sunday stories inside.)



All 200 phones were active at MetroWest, N.J., National Super Sunday headquarters on January 27.



As Philadelphia's 1985 Federation Allied Jewish Appeal General Chairmen Edward H. Rosen (standing, left) and Theodore H. Seidenberg look on, Mayor W. Wilson Goode (seated, left) and U.S. Congressman William H. Gray III, man the phones.

"A MONTH OF REDEMPTION" CLOSES IN ON GOAL FOR SPECIAL CAMPAIGN

From March 1-31, "A Month of Redemption" is focusing on successfully completing the special UJA/Federation Campaign and cash-collection efforts for the absorption of Ethiopian Jewry. The Special Campaign had raised \$47.8 million as of February 19.

"To achieve our goal of \$60 million by March 31," stated UJA National Chairman Alex Grass, "full participation of leadership nationwide is essential during this drive."

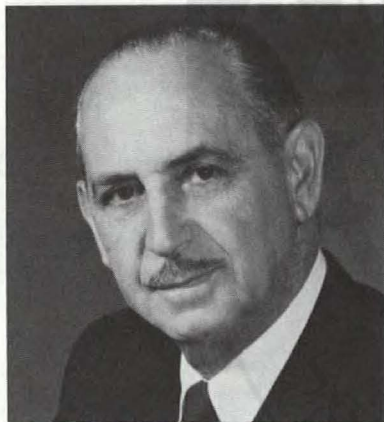
Martin F. Stein, UJA National Vice Chairman and Chairman of the ad hoc committee for "A Month of Redemption" said, "The response by the American Jewish community to the needs of Ethiopian Jewry has been overwhelming. But we must work even harder during this designated month to meet the pressing needs."

TEAM APPROACH PLANNED FOR UJA DEVELOPMENTAL AND NEW GIFTS CAMPAIGN SERVICES

Services to communities from UJA's newly created Department of Developmental Services and New Gifts—combining the national programs Caravan, Operation Upgrade, Super Sunday, New Gifts, Campaign Closing, and Washington, D.C. Missions—will be offered to targeted UJA/Federation Campaigns through a team approach.

On Monday, February 18, the National Chairmen of the Department's constituent programs met to begin planning this comprehensive approach to fund-raising services. In attendance were Bud Levin of St. Louis and Charles Lowenstein, Atlanta (Caravan and Operation Upgrade); Sanford L. Hollander of MetroWest, N.J. (Super Sunday); Joel D. Berkowitz, Boston (New Gifts); Stephen M. Greenberg of MetroWest (Campaign Closing) and Jerome J. Dick, Washington, D.C. (Washington Missions).

The meeting represents a significant step by lay leadership and professionals in joining efforts for team consultations in communities.



JOSEPH MEYERHOFF 57
1899-1985

We remember with gratitude Joseph Meyerhoff's incisive leadership and far-reaching vision. His commitment of time, resources and spirit to his fellow Jews, as well as to all people, will serve as an inspiration for generations to come.

Deeply committed to Jewish values, to the fostering of education and culture, to family, community and Israel, he served these causes devotedly for more than four decades.

His passing is mourned by all who were privileged to have known him in his home community of Baltimore and in his roles as General Chairman of the United Jewish Appeal, Life Trustee of the United Israel Appeal, Member of the Board of Governors of the Jewish Agency, Member of the Board of Directors of the American Jewish Joint Distribution Committee and founding member and first Chairman of the Board of the Israel Education Fund.

We share in the sadness of his passing with those closest to him.



Joyce and Don Linker, Mission Chairmen, with Senator Alan Cranston, D.-Cal., (second from left) and Senator Paul Simon, D.-Ill., (far right) on San Francisco's UJA Mission to Washington, D.C., Feb. 3-6.

WASHINGTON MISSIONS: CAPITAL DEVELOPMENTS

"We bring some 80 groups a year to Washington, D.C.," says National Vice Chairman Jerome J. Dick, Chairman of the UJA Washington Missions Program, "and every participating community wants to repeat the experience. Two of our February missions show why.

"Twenty-three \$10,000-and-over donors from Dallas—all first-timers on a Washington Mission—had the opportunity to meet their State's Senators, Lloyd Bentsen and Phil Gramm, and had a dinner meeting with Representative Jim Wright of Texas, House Majority Leader. Participants' gifts totaled \$450,000.

"San Francisco sent its first full-fledged community mission. Sixty-eight people enjoyed a whirlwind visit: a dinner hosted by their Senator, Alan Cranston, a luncheon briefing by Sen. Arlen Specter (Pa.) and meetings with prominent journalists. Their first-time community caucus in Washington yielded \$250,000, a 36 percent increase card-for-card, including six new gifts totaling \$15,000."

With programs tailored to each community's interest, Washington Missions motivate dramatically heightened commitments to UJA/Federation Campaigns. Interested communities should call the Washington Office—UJA, (202) 547-0029.



Sandra Weiner
Chairman,
Operation Breakthrough

BREAKING THROUGH

"Campaign breakthroughs are not surprises," says National Vice Chairman Sandra Weiner of Houston, Chairman of UJA's Operation Breakthrough. "They're the result of intensive prospecting, good communication between community lay and professional leadership and highly trained solicitors."

A recent Major Gifts Dinner in Oakland, Cal. motivated three new \$50,000 gifts and five new gifts of \$25,000. The 33 people present, addressed by Dr. Aryeh Neshet, Director of UJA Operation Breakthrough, raised \$489,700, a card-for-card increase of 53 percent.

In the Miami area, Israel's Prime Minister's representative, Dora Roth, was introduced by lay leadership to two prospects, one of whom made a first-time gift of \$20,000; the other increased from \$18,000 to \$52,000.

And, as a result of an intensive, cooperative solicitation effort, the National Women's Division \$10,000-Minimum Palm Beach Event on January 24 achieved a 40 percent increase, including \$425,000 in 1985 money not previously announced in home communities.

SUPER HIGHLIGHTS



Super cartoons and a videotape of last year's Super Sunday were only two of the imaginative techniques Minneapolis used to motivate volunteers (upper left). Washington D.C. leadership (lower left)—Joel S. Breslau, UJA National Vice Chairman and President of UJA Federation of Greater Washington; Philip Margolius, President of Greater Washington's JCC; Stephen Sachs, Maryland Attorney General and Sherry Rodman, Super Sunday '85 Co-Chairman—look proudly across a room filled with telephoners who were busy raising \$2,639,581. In Tidewater, Va. (bottom, far right), Mickey Kramer, former United Jewish Federation Campaign Chairman shares expertise with his son, Ron Kramer, Super Sunday Week '85 Co-Chairman and UJA National Young Leadership Cabinet member. Chicago's Young Leadership (center) played a prominent role in "JUF (Jewish United Fund) in January"—a Super Week that raised \$1,119,000. A fuzzy robot in Miami (right of center) was just one of the surprises for telephone volunteers. In New York City, Alex Grass phoned some of the nine centers throughout the Greater New York area that brought in a record \$2.8 million in 23,500 separate gifts. And in Oakland, Cal. (top center), Super Sunday Co-Chairman Harold Lindenthal adjusts the bottom line upwards. Their final total, after three days of phoning—a record-breaking \$365,000.

MORE SUPER HIGHLIGHTS

- A special five-minute videotape created by National UJA and focusing on Ethiopian Jewry was distributed nationally and used effectively in conjunction with Super Sunday. Super Sunday National Chairman Sanford L. Hollander of MetroWest, N.J., narrated the presentation.
- A total of \$10,000 was raised as a result of two ads placed in the *New York Times* by a Super Sunday Tri-State Committee comprised of 15 federations from New York, New Jersey and Connecticut.
- An additional \$5,000 was raised through local TV spots featuring *Stiller and Meara*, sponsored by the Tri-State Committee.

SUPER SUNDAY BOOSTS 1985 CAMPAIGN

NEW YORK, NY, February 26—With a significant number of major communities still anticipating their Super Sunday dates and reports still coming in from other communities, Super Sunday '85 is very close to exceeding its goal of \$36 million. So far, in 114 communities, 33,868 volunteers have tallied 205,784 gifts for a total of \$33,815,237 to the Regular Campaign and \$2,000,414 to the Special Campaign for Ethiopian Jewry.

Hard work in communities throughout January and February has had an impact on the 1985 Campaign, which now stands at \$345.0 million—14.8 percent higher card-for-card than last year.

Their "true crime" was their desire to be repatriated to their homeland, Israel.

<p>Iosif Berenshtein— Hebrew teacher (Kiev). Four years in prison for allegedly resisting arrest.</p>	<p>Yuli Edelshtein— religious activist (Moscow). Three years at hard labor for alleged narcotics possession.</p>	<p>Yaacov Levin—Jewish cultural activist (Odessa). Three years in prison for alleged anti-Soviet slander.</p>	<p>Write to: Ambassador of the USSR Anatoly F. Dobrynin 1125 16th Street, NW Washington, D.C. 20036</p>
<p>Aleksandr Kholmiansky—Hebrew teacher (Moscow). Year and a half in prison for alleged ammunition possession.</p>	<p>Mark Nepomniashchy— Jewish cultural activist (Odessa). Three years in prison for allegedly defaming the Soviet State.</p>	<p>Situation of Soviet Jews worsens. Continued American Jewish awareness vital. Urge letter- writing to protest tyranny and demand justice for our Soviet sisters and brothers. Their voices cannot yet ring out in freedom. Ours can.</p>	<p>NEWSBRIEF BULLETIN:</p>

CAMPAIGN

NEWSBRIEF

- Super Sunday: Scenes from the National Headquarters and Highlights from Around the Country
- "A Month of Redemption" closes out Special Campaign
- Team Approach for UJA Developmental and New Gifts Campaign Services
- Capital Gains in Washington
- Breaking Through
- A Great UJA Leader Remembered

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"What is the source of the Israelis' interest in this community of Ethiopian Jews? It emanates from the importance the Jew attaches to his Jewish brother—ideologically and nationally."

—from an article in the Saudi Arabian daily, *Sharak al-Awasat*, published in London.

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NEWSBRIEF is prepared and edited by the Department of Public Relations. Queries, requests for additional copies and other correspondence may be addressed to Ronnie Horn, Newsbrief Editor, UJA Public Relations Department, at the above address.



MR. HERBERT A FRIEDMAN
 500 E 77TH ST-APT 2519
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More than 2,500 singles have seen Israel with UJA Singles Missions. It's no ordinary trip.

For single men and women between the ages of 22 and 40 who want to experience the compelling mood of Israel—to view its rugged landscapes—to meet its newest immigrants, its young people, pioneers and singles—the Hatikvah Mission, July 21-31, is not to be missed.

Hatikvah, chaired by Dr. Howard Tepper of MetroWest, N.J., and Mark Fallon of Houston, Texas, will also include "The Return," a special itinerary for those who've traveled with UJA missions before.

The cost of the basic mission to Israel is \$1,800. The Paris pre-mission for first-timers, July 17-22 is \$475. A July 17-22 pre-mission to Prague for participants in "The Return" is \$800. For more information, call UJA Overseas Programs (212) 757-1500, Ext. 393.