MS-763: Rabbi Herbert A. Friedman Collection, 1930-2004.

Series H: United Jewish Appeal, 1945-1995. Subseries 4: Administrative Files, 1945-1994.

Box Folder 45 16

Project Renewal. 1977-1982.

For more information on this collection, please see the finding aid on the American Jewish Archives website.

PRO JECT RENEWAL	OUTLINE
HERBERT A. FRIEDMAN	
overel	
1.2 b. grognam in 160 neighborhoods	involving
15,000 families	
Details Smal Strokes	602
a. new a rehal. housing -	603 m.
5. community facilities -	447 ~
5. community facilities - c. social services -	150 m
ALC: NO STATE OF THE PARTY OF T	12 6.
Details AMERICAN JEWISH	Lous
a. 27000 families in dilet undemodel 18:000 - 3 nume in a room	
b. parts a play grounds youth clubs or centers community a cultural cantus religions aducational o reconstitual facilities day care centers	
c. retraining for employment job finding pridance services for aged disfirm twents on wheel home management guidance day care services tutorial assistance family congells	5)
First Stage	
30 locations (sporos. 15) involving 90	00 families (1/5)
In 360 (1/3-1/4) - 180 m/180 m - UTI	0 share 120
29,000 fr aft fr large family pres 10,000 fr aft fr large family pres 10,000 fr aft fr large family pres 10,000 fr aft fr young comple 10,000 to enlarge an existing unit	50
The second was	

HERBERT A. FRIEDMAN

I. WAR + PEACE - CAMP DAVID (finishing today)

WHO KNOWS 7 HUGE PROBLEM !!!!

Defense spending - 40% of the budget; betwee

60-80% of amount taken in Manya Yexes during

Lach J lest 5 years; inflation 40% Mis year;

debts 11 6 - total reserves 1,5%

II. MEANWHILE - BUILDING THE NATION MUST

GO ON - new immigrants 20,000 his

year - at 15,000 perfessor - that takes

300,000,000 - more than the entire UJA milhedin

to desect.

TIT. AND WHAT ABOUT THE OLD IMMIGRANTS.

Those left in the Turch - That is PRESENT

RENEWAL - to tackle Their portlems

seriously.

(Five Details)

Capital fund project - equirelent to one year's compaign- spreach over 3 to 5

Many communities have agreed - Haurisdam Many individuals have contributed Baltimore Phile.

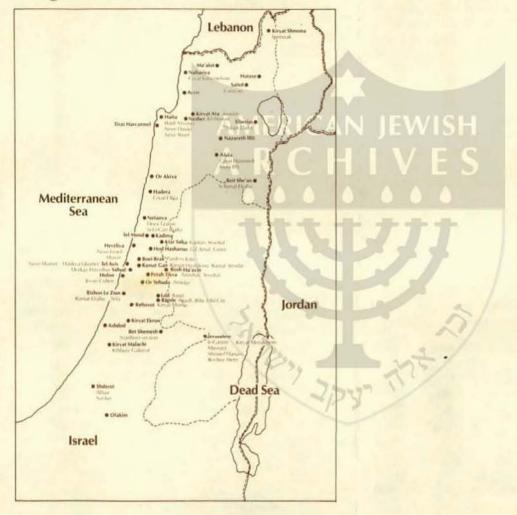
(P.M. mission- 18 neg- 12 remark) washington

1. Haven't me being giving money to solve more social publeans?
2. Ison't Mue be pome nellef after a puce trusty?

3. Why will this project come up now?

Project Renewal Neighborhoods Assigned to U.S. Communities

United Jewish Appeal 1290 Avenue of the Americas New York, New York 10104



Project Renewal



Partnership For The Eighties

There Is Another Israel ...

An Israel where 300,000 Jews live in social and economic isolation . . . where helplessness and uncertainty are part of every-day life . . . where the promise of an equitable Jewish nation has not yet been kept.

Project Renewal — To Keep The Promise

The rebirth of Israel in 1948 set the stage for the global ingathering of the Jewish people on a scale unparalleled in modern history. In less than five years more than 700,000 men, women and children flooded into the tiny Jewish nation, doubling the population. The struggling government was hard pressed to provide housing and basic social services for the multitudes who arrived daily. Virtually all came to Israel as refugees, bringing only what they could carry, uprooted from a way of life they had known for generations. The Jewish Agency and the people of Israel made a heroic effort to absorb them all into a rapidly expanding society.

For the most part, they were successful. Tent cities gave way to kibbutzim, moshavim and development towns. The vast majority of the Jews who fled the Moslem nations (almost 800,000 by 1964) and those who came from Europe (more than 400,000 between 1948 and 1957) were able to make places for



themselves in their new homeland. They became participating and productive citizens. But there were great problems. Huge social and educational differences separated different groups of immigrants. Some were left at the fringes of Israeli society, isolated by language, inadequate education and negligible job skills. War and a volatile economy disrupted efforts to complete the absorption of these Jewish families. Those bypassed remained in pockets of poverty — "distressed" neighborhoods — in urban communities and in the countryside throughout the Jewish homeland.



The children grew, married and had children of their own, continuing the cycle of poverty and creating even greater social pressures. Housing, inferior and overcrowded from the beginning, deteriorated. There were far too few community facilities such as parks, playgrounds and day-care centers. Social services directed at the special problems of residents were seriously inadequate. Education levels remained low and family incomes failed to keep pace with the national average. The school drop-out rate rose. Undirected and restless youth, out of school and unable to find work, wandered the streets. The resi-

dents felt alienated, frustrated and angry. Poverty and hopelessness — and their offsprings, crime and social unrest — further increased their isolation. The "Other Israel" was created.

These troubled residents of distressed neighborhoods felt they were not included in the partnership pledged by world Jewry with the people of Israel. A new approach was needed — a special program to help eliminate the "Other Israel" and strengthen the fabric of Jewish society.

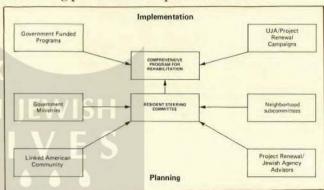
In 1978, world Jewry instituted Project Renewal as a cooperative venture for the comprehensive rehabilitation of these neighborhoods and the daily lives of the 100,000 adults and 200,000 children who live in them. The final journey toward a just and equitable society in the Jewish homeland had begun.

People Helping People . . .

Project Renewal is designed to help neighborhood residents plan and implement the revitalization of their own communities. The program is a partnership of resources and talent, linking a Diaspora com-



munity (or group of communities), the Jewish Agency and the Israeli government with the residents of each distressed neighborhood in a joint rehabilitation effort. It is a unique undertaking, based firmly on the principle of participatory grass-roots democracy. Project Renewal requires — before any rehabilitation can take place — that the residents organize, form a local citizens council, and take an active role in identifying problems, devising programs to resolve them, and setting priorities for implementation.



The organization of a distressed neighborhood is the most critical and difficult phase of the entire Project Renewal process. When the community workers first enter a neighborhood, residents tend to be distrustful. They are too involved in the struggle to maintain their daily existence to take the time to join a committee. In addition, many came to Israel from societies where the concept of self-determination was totally alien. Their backgrounds fail to provide them with the education and social skills necessary to take part in self-government. These skills must be learned.

In neighborhood after neighborhood, throughout Israel, this difficult process began in 1978. Today, most Project Renewal neighborhoods have active councils that are at the center of the rehabilitation process.

The citizens' council, with the assistance of advisors provided by the Jewish Agency, the municipality, the Israeli government, the academic community and the linked Diaspora communities, form a steering committee to develop a comprehensive plan for the physical, economic and social rehabilitation of the entire neighborhood.

To Help Themselves . . .



A typical plan may include programs for youth who are out of school and out of work; adult education; day-care and community centers; new parks and recreational facilities; mother and child programs; improved sanitation and laundry facilities; revitalized and expanded housing; crime prevention; vocational training, and economic redevelopment.

The plan is submitted to the Jewish Agency, an interministerial government committee and the



linked Diaspora community. Changes or modifications are discussed with the local steering committee

until final agreement is reached.

Implementation can begin as soon as funds are allocated. The Israel government, through the appropriate ministry, accepts responsibility for all areas that traditionally belong to government — parks, schools, housing, etc.

The remainder — special social programs, medical and dental clinics, day-care centers, libraries, youth facilities, sports centers, etc. — becomes the responsibility of the linked American communities and are funded through United Jewish Appeal Project Renewal campaigns. These programs are implemented through the Project Renewal department of the Jewish Agency.

Today, scores of new programs in neighborhoods all over Israel have been initiated through Project Renewal. Hundreds more are approved and



awaiting implementation. Bomb shelters have become youth clubs; mother and child programs are in operation; adult education classes are active; "laundry clubs" (where women gather to receive educational instruction, while doing their wash) are functioning. There are new apartment houses and new parks. Empty lots have been cleared, street lighting improved, bus service increased. There are drug prevention programs, anti-delinquency activities, special classes to help young people overcome educational problems, and more.

Project Renewal is an innovative approach to neighborhood rehabilitation in Israel. As with all human endeavors, there have been mistakes and failures. But the program's failures rarely have been repeated, and its successes are used as models in neighborhood after neighborhood in a ripple effect for social betterment.

A True Partnership That Works!



The success of Project Renewal is tied directly to the involvement of the "linked" communities. Every distressed neighborhood is formally linked with one or more Jewish communities outside of Israel. American communities are linked with Israeli neighborhoods through the United Jewish Appeal Project Renewal department.

The linkage is a "partnership agreement." The American Jewish community (or group of communities) agrees to raise the needed funds. These funds are raised over and above the regular UJA/Federation Campaign.

More importantly, members of the American

community can become deeply involved in the planning and implementation process. American Jews act as advisors to local steering committees all over Israel. Businessmen from the United States are helping with plans for economic development. Engineers and architects are working on the designs for new community centers. American doctors and dentists volunteer to work alongside Israelis in new clinics. Students



spend summer vacations directing sports programs. Homemakers, social workers, teachers, city planners, contractors, and many others have used their experience and talents to help improve the quality of life in neighborhoods throughout Israel.

Through the linkage process American Jews are aiding Israelis in developing the skills they need to effect social changes in their own neighborhoods.



Residents have become aware, through personal relationships, that there are Jews, thousands of miles away, who not only care enough to send money, but also are committed to taking individual responsibility for helping to raise the standard of neighborhood life.

American Jews have learned that through Project Renewal they can have a personal positive impact on life in Israel well beyond their financial contributions. Through the linkage of communities, new friendships develop and the relationship between the Jews of Israel and the Jews of the United States is strengthened. This massive volunteer effort on the part of world Jewry in partnership with the residents of Israel's distressed neighborhoods has captured the imagination of the entire Jewish nation. At the same time, it has offered unlimited opportunities for people to become directly and personally involved in the rehabilitation effort.

Project Renewal-A Campaign

The leadership of the American Jewish community has set our goal at \$400 million in support of the comprehensive rehabilitation of Israel's distressed neighborhoods through Project Renewal.

Project Renewal gifts are contributed through local community Project Renewal Campaigns.





Pledges in support of Project Renewal are made in addition to regular campaign gifts.

Since Project Renewal is a multi-year program contributors may make a multi-year pledge to Project Renewal. This commitment can then be paid out in several installments.

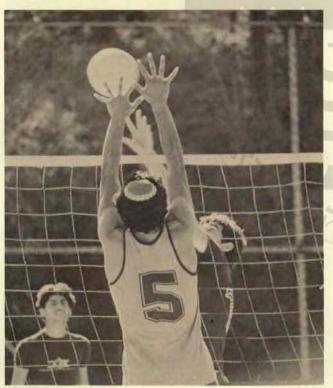
All of the money designated for Project Renewal is used for the planning, implementation and administration of Project Renewal. There are no funds diverted for other Jewish Agency, UJA or local federation programs. Finances are closely monitored by the Jerusalem office of the United Israel Appeal and the American community is kept informed on progress.



An Opportunity To Have A Personal Impact . . .

Project Renewal is beginning to generate farreaching social change throughout Israel. The question no longer is whether Project Renewal will work. The question is how well we will let it work.

New pride and new leadership have been born and blossomed in Project Renewal neighborhoods, but the program can go only so far on pride and self-determination. The full development of a true, democratic, self-help movement depends upon our providing neighborhood residents with the tools and the funds to continue the rehabilitation process on their own.





"Because of Project Renewal, Sarah can now read and write in Hebrew?"



"Because of Project Renewal, the young children of Amishav have a preschool program."

For more information on Project Renewal programs, contact your local Jewish Federation or write:

Project Renewal Information United Jewish Appeal 1290 Avenue of the Americas New York, New York 10104 dents felt alienated, frustrated and angry. Poverty and hopelessness — and their offsprings, crime and social unrest — further increased their isolation. The "Other Israel" was created.

These troubled residents of distressed neighborhoods felt they were not included in the partnership pledged by world Jewry with the people of Israel. A new approach was needed — a special program to help eliminate the "Other Israel" and strengthen the fabric of Jewish society.

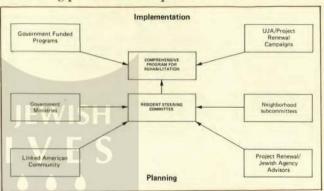
In 1978, world Jewry instituted Project Renewal as a cooperative venture for the comprehensive rehabilitation of these neighborhoods and the daily lives of the 100,000 adults and 200,000 children who live in them. The final journey toward a just and equitable society in the Jewish homeland had begun.

People Helping People . . .

Project Renewal is designed to help neighborhood residents plan and implement the revitalization of their own communities. The program is a partnership of resources and talent, linking a Diaspora com-



munity (or group of communities), the Jewish Agency and the Israeli government with the residents of each distressed neighborhood in a joint rehabilitation effort. It is a unique undertaking, based firmly on the principle of participatory grass-roots democracy. Project Renewal requires — before any rehabilitation can take place — that the residents organize, form a local citizens council, and take an active role in identifying problems, devising programs to resolve them, and setting priorities for implementation.



The organization of a distressed neighborhood is the most critical and difficult phase of the entire Project Renewal process. When the community workers first enter a neighborhood, residents tend to be distrustful. They are too involved in the struggle to maintain their daily existence to take the time to join a committee. In addition, many came to Israel from societies where the concept of self-determination was totally alien. Their backgrounds fail to provide them with the education and social skills necessary to take part in self-government. These skills must be learned.

In neighborhood after neighborhood, throughout Israel, this difficult process began in 1978. Today, most Project Renewal neighborhoods have active councils that are at the center of the rehabilitation process.

The citizens' council, with the assistance of advisors provided by the Jewish Agency, the municipality, the Israeli government, the academic community and the linked Diaspora communities, form a

PROJECT RENEWal

POCKET GUIDE QUESTIONS AND ANSWERS

Dear Friends and Colleagues:

Project Renewal is a sweeping and comprehensive program, involving one of the boldest and most imaginative concepts for social change ever presented to the American Jewish community. We therefore want you to have as much information about it as possible.

This pocket guide presents the information by assembling basic questions which have been raised and providing the answers. It is offered as a reference tool in your efforts at orientation and

solicitation for Project Renewal.

As the program develops and further facts and directions emerge, supplementary material will be

sent to you.

If you have any additional questions which have not been covered in this guide—or if there is any other way we can assist you in your Project Renewal activities—please contact Robert Russell, Chairman of the UJA Project Renewal Coordinating Committee, or Dov Sinai, our staff director for Project Renewal.

Sincerely,

Irwin S. Field National Chairman United Jewish Appeal

HAT IS PROJECT RENEWAL?

A comprehensive social rehabilitation program to bring 45,000 immigrant families living in 160 distressed neighborhoods into the mainstream of Israel's society.

It involves 300,000 people—10 percent of the

entire Jewish population of Israel.

Some 200,000 are children. One Israeli child in every five. A crucial part of Israel's future.

HOSE PROJECT IS IT?

The Jewish people's: a partnership program involving the people of Israel, the Jews of America and the Jews in the rest of the free world.

HOW MUCH WILL IT COST?

HO PAYS FOR IT?

The people of Israel will provide half through their national budget.....\$600 million

The Jews of the free world will provide the other half:

Around the world, through
Keren Hayesod\$200 million

In the U.S., through UJA....\$400 million

ANOTHER "WAR ON POVERTY" PROGRAM?

No. The "War on Poverty" concentrated on physical rehabilitation and did little about the human dimensions of social distress.

Project Renewal is a comprehensive program.

HAT DOES "COMPREHENSIVE" MEAN?

Project Renewal goes beyond new or renovated housing. By providing adequate community facilities. And a full range of social services based on each neighborhood's specific human needs.

It aims to strengthen and heighten the quality of life in the distressed neighborhoods.

HAT ARE THE **ELEMENTS OF "DISTRESS"?**

Crowded Living: Large families in severely cramped quarters, lack of privacy, no place to read or study. In Project Renewal neighborhoods, 18,000 families are living three or more to a room.

Sub-standard Housing: Inadequate space, deteriorated structures, poor sanitary installations. In Project Renewal neighborhoods, 27,000 families are living in dilapidated or condemned housing.

Lack of Education: Undereducated parents, low achievement in school, high dropout rate.

Inadequate Community Facilities: Total lack or shortage of well-equipped, well-staffed playgrounds, parks, clubs, day care centers.

Low Income, Uncertain Employment: Average family income at or below poverty line; lack of mobility in jobs; welfare dependence above national average.

Undirected Youth: Resort to streets; actual and potential delinquency and anti-social behavior; disturbing rate of disqualification for military service.

High Level of Frustration: Feelings, among people who want to contribute, that they have been left behind; sense of persistent "social gap" between themselves and more favored segment of population.

AMERICAN JEWISH A R C H I V E S HERE ARE THESE NEIGHBORHOODS LOCATED?

In and around major cities, smaller urban areas, development towns.

They are small (Ma'abara in Bat Yam: 500 people), intermediate (Neve Israel, Herzliya: 3,000) and large (Hatikvah, Tel Aviv: 15,800).

THE PEOPLE LIVING IN THEM?

Most are from the Moslem countries of North Africa and Asia. They are either original immigrants themselves, or their children and grandchildren, who have never been totally absorbed into the fabric of Israeli society.

HOW DID THIS HAPPEN?

The roots of the problem go back 30 years, to the founding of the State. In their first four years, Israel's people took in almost 700,000 immigrants, more than the original population.

Most had to be housed in "temporary" quarters —ma'abarot—tents, shacks, asbestos huts. For later waves of immigrants, better housing was provided...but much too small for large poor families, hastily built, deteriorating quickly.

The people of Israel simply couldn't keep up with the need.

ERICAN JEWISH HY NOT? E S

Constant struggle and sacrifice. Making a barren land fertile. Creating a viable modern economy with severely limited resources. Five wars in 30 years. The constant enormous cost of defense for survival. Post-war austerity. Inflation.

HASN'T ANYTHING BEEN DONE ABOUT THE PROBLEM?

A lot of progress has been made, with help from UJA campaigns. The vast majority of the 1.6 million immigrants reaching Israel in the 30 years are adequately housed, fully absorbed, living productively.

Since 1969, housing solutions have been found for 70,000 formerly ill-housed people. But the rate has slowed drastically in the past two years.

The 45,000 families in the 160 distressed neighborhoods—most of their children **second** and third generation Israelis—are the hardcore unabsorbed.

BUT HAVEN'T WE BEEN RAISING MONEY ALL ALONG TO ABSORB THEM?

We have never raised enough. Except in response to war, we have always fallen far short of providing our full share of the Jewish Agency's budget for immigrant absorption.

The 160 pockets of deprivation represent our failure to meet our responsibility in full. Project Renewal represents our opportunity to finish the job we started.

THESE PEOPLE BE RE-HOUSED?

Construction of new apartments. Enlargement and renovation of existing housing.

Wherever possible, to avoid disruption, neighborhoods will remain intact and the integrity of their social life maintained.

Housing will be structured to diversify neighborhood populations, with space provided for young couples, small families, sabras and professionals. Project Renewal will help the "two Israels" become one.

THE HOUSING COST?

About \$600 million in all.

Average cost of a new apartment of about 840 square feet for a large family—\$29,000. For a new apartment of about 550 square feet for a young couple—\$20,000. For enlarging an existing unit—\$10,000.

HAT SOCIAL SERVICES WILL PROJECT RENEWAL PROVIDE?

Training for employment skills...job-finding guidance...homework tutoring assistance...services for the aged...meals-on-wheels for the aged and infirm...home management guidance...day care services...family counseling.

WILL THESE SERVICES COST?

About \$150 million.

HAT KIND OF COMMUNITY FACILITIES WILL BE PROVIDED?

Parks and playgrounds...youth clubs and cen-

ters...community centers...cultural centers... libraries...sports and recreational facilities... religious facilities...pre-kindergartens...prekindergarten nurseries...day care centers.

HAT WILL THEY COST?

About \$450 million in all.

Specific costs will vary according to neighborhood needs. Some sample costs: youth, community and cultural centers—\$100,000-\$600,000; pre-kindergarten nurseries—\$100,000 and \$120,000; gymnasiums and sports centers—\$100,000-\$200,000; libraries—\$200,000-\$400,000.

HICH OF THESE ELEMENTS COMES FIRST?

They are completely interdependent. The master plan for each neighborhood will have all elements worked out in interrelated detail. They will be implemented in a timed and coordinated way.

HOW LONG WILL IT TAKE?

The master plans are being drawn up now for the first 30 neighborhoods; some are welladvanced. Plans for an additional 30 are being actively studied.

Implementation of the entire 160-neighborhood program is expected to be largely completed within seven to ten years.

TOW DOES PROJECT RENEWAL DIFFER FROM THE REGULAR UJA CAMPAIGN?

Project Renewal gifts are **over-and-above** regular campaign contributions. An individual earns the privilege of contributing to this historic program only by pledging a regular campaign gift which equals or exceeds his previous gift.

Regular campaign funds maintain vital programs at home, in Israel and elsewhere overseas.

Most communities, in recognition of inflationary cost rises, are asking a regular campaign increase of at least 10 percent.

Sustaining the Jewish Agency's ongoing immigrant absorption programs through the regular campaign is crucial. Immigration into Israel is on the rise and absorption costs are spiralling. Unless the Agency's budgetary needs are met, the foundation for Renewal may be undermined and new areas of distress may begin to arise even as the current ones are being rejuvenated.

THE PROJECT RENEWAL CAMPAIGN WORK?

In community campaigns, through a **Special Fund**. Communities are using a second line or second card. Project Renewal pledges are five-year gifts.

Funds collected for Project Renewal are allocated and applied *only* to Project Renewal programs. Funds contributed for specific neighborhoods are allocated and applied *only* to those neighborhoods.

HAT ABOUT SMALL COMMUNITIES WHICH CAN'T IDENTIFY WITH WHOLE PROJECT RENEWAL NEIGHBORHOODS?

They can link their Project Renewal special fund campaigns to individual projects in the neighborhoods, or to a portion of the total program of a large neighborhood. Another possibility is combining with other small communities within a region to take on a neighborhood program jointly.

TOW CAN WE BE SURE PROJECT RENEWAL FUNDS ARE USED AS INTENDED?

The integrity of Project Renewal funds is maintained at every step in the process. They are received by UJA, channeled through the United Israel Appeal (UIA) and transmitted to the Jewish Agency separately from other campaign funds.

The Agency maintains Project Renewal funds in a *separate account*, completely apart from regular campaign proceeds it receives.

As in the Agency's ongoing programs, UIA representatives in Israel are involved in the process of maintaining, assigning and using these funds.

The Jewish Agency has appointed a Director-General for Project Renewal—Eliezer Rafaeli, former President of Haifa University. As one of his core functions, he is responsible for seeing that all funds earmarked for Project Renewal are expended for the programs and purposes intended.

Accountability will be thorough and complete.

HO SUPERVISES THE PROJECT RENEWAL PROGRAM?

The program is supervised and monitored by a joint committee consisting of five representatives of participating Israel government ministries and five representatives of the Jewish Agency. The committee is chaired by Deputy Prime Minister Yigael Yadin,

The five Jewish Agency members are responsible to the Project Renewal Committee of the Agency's Board of Governors. American Jewish community and national leaders are widely represented on this committee, which is chaired by Jerold C. Hoffberger of Baltimore. Mr. Hoffberger has been Chairman of the Agency's Immigrant Absorption Committee, has served as President of the Council of Jewish Federations (CJF) for the past two years and is Chairman of the United Israel Appeal.

UJA National Vice Chairman Robert Russell of Miami, a member of this committee, who has headed the Agency's Housing Committee, also serves as Chairman of UJA's Coordinating Committee for Project Renewal. In both these capacities, and as a world expert in housing, he is in constant, active consultation with all factors in the Project Renewal framework. In this, he is closely supported by the UJA Director of Project Renewal, Ambassador Dov Sinai, who is also Executive Vice-President of the UJA Israel Education Fund.

HOWARE

PROJECT RENEWAL PROGRAMS PLANNED AND IMPLEMENTED?

Again, almost literally, by the Jewish people.

All the Jewish people.

The staff of the joint Agency-interministerial committee, under Mr. Yadin, is responsible for overall coordination. The planning and implementation are carried out by a consortium of many elements, working closely together in the neighborhoods. These are:

Architects, social planners, urban planners, social workers, educators and project directors appointed by the participating ministries and the Jewish Agency...officials of the municipalities in which the neighborhoods are located, and of the neighborhood councils...grass roots neighborhood leaders...and leaders and contributors from American Jewish communities which have identified with neighborhoods.

HOW FAR DOES "PARTICIPATION" GO?

Every Israeli official connected with Project Renewal—from Prime Minister Menachem Begin, who conceived the idea, to the project director in the smallest neighborhood involved—has urged the fullest possible participation by American Jewish contributors.

All UJA missions to Israel include visits by groups from linked American communities—and those considering linkage—to targeted Project Renewal neighborhoods. Exchange of information, ideas and suggestions is welcomed by all factors involved. Advice, counsel and supportive action by contributors with expertise in fields related to Project Renewal programs—housing, building and construction, social work, education, family counseling, health services and almost any modern trade, profession and discipline relating to the enrichment of human life—can be particularly valuable.

For the first time in the history of UJA/community campaigns, Project Renewal gives American Jews the opportunity to contribute not only money but *themselves* to strengthening the quality of

life in Israel.

ON'T PEACE MAKE ALL THIS UNNECESSARY?

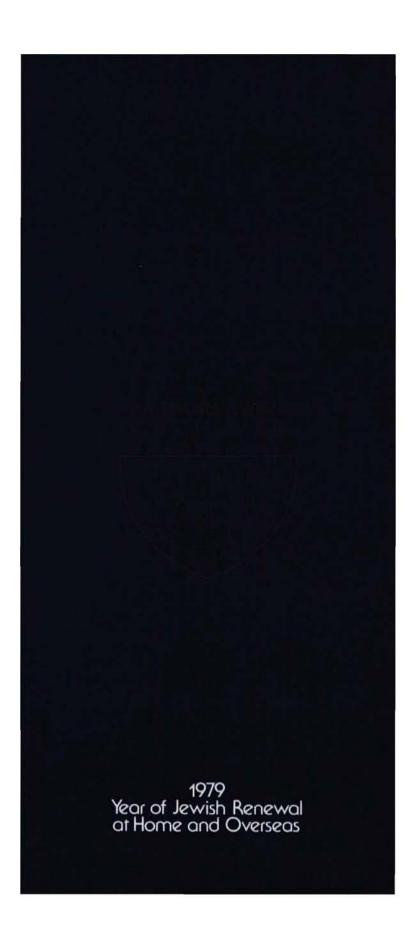
Not at all. Peace with Egypt is a partial peace. A comprehensive settlement is a long way off. Israel's people must continue to maintain their strength and preparedness. Defense expenditures will not lessen appreciably in the foreseeable future.

The partial peace may actually create additional relocation problems, among those eventually withdrawn from settlements in disputed territories.

The coming of partial peace will inevitably raise hopes and expectations, increase impatience and create a demand among those living in distressed conditions for quicker permanent solutions.

Above all, nothing that happens in terms of peace in the Middle East lessens our obligation to carry on and complete our historic task of immigrant absorption. Peace, in any measure, will not be a signal for us to give and do less. It will challenge us...and give us the opportunity...to give and do more to meet the human needs of Israel's people.

How? This year and in the years ahead... through Project Renewal.



REMEMBRANCE TO RENEWAL



UNITED JEWISH APPEAL 1979 WESTERN REGION LEADERSHIP CONFERENCE

Friday, January 19 to Sunday, January 21

RIVIERA HOTEL PALM SPRINGS, CALIFORNIA 12 Noon

CONFERENCE LUNCHEON

Presiding: DAVID ALPERT

National Campaign

Cabinet

Speaker: DR. ARYEH NESHER

Director, UJA

Operation Breakthrough

Room: Normandy East

1:30 to 3:00 P.M. WORKSHOPS:

APPOINTMENT-MAKING and RATING

Presiding: RONALD M. KABRINS

Los Angeles

Speakers: MAX WEISBERG

ALAN M. WEISSMAN

Los Angeles

Room: Date Grove

CAMPAIGNING in SMALL COMMUNITIES

Presiding: EDWARD B. ROBIN

Los Angeles

EDWARD M. STEIN

San Bernardino

Room: Le Bistro

OPERATION UPGRADE ADVANCED

SOLICITATION TRAINING

Speaker: IRVING L. CRAMER

Los Angeles

Room: Brittany

TAX ADVANTAGES of ANNUAL GIVING

Presiding: ALVIN D. STERN

Tucson

Speaker: NORMAN LIPOFF

Miami

Room: Anjou

YOUNG WOMEN'S LEADERSHIP CABINET

Presiding: ROBYN BERENSTEIN

Denver

Speakers: MARA KOCHBA

Los Angeles
JUDY ROBINS

Denver

NANCY STERNOFF

Seattle

Room: Martinique

1:30 to 4:30 P.M. WOMEN'S DIVISION MEETING DIRECTORS and CHAIRMEN

Presiding: CAROL FRIEDENBERG

Women's Division

Chairman - Palm Springs

Speaker: MARILYN BROWN

Room: Monte Carlo

1:30 to 5:00 P.M. UNIVERSITY PROGRAMS CAMPAIGN WORKSHOPS

Room: Versailles

3:15 P.M.

SAN DIEGO CAMPAIGN

CABINET MEETING
Presiding: ERNEST S. RADY

Campaign Chairman

San Diego

Room: Le Bistro

3:15 to 5:00 P.M. COMMUNITY CONSULTATIONS

Speakers: National Campaign

Leadership

Rooms: To Be Posted

7:00 P.M.

COCKTAIL RECEPTION

Hosted by: Palm Springs Federation

Room: Convention Center

8:00 P.M.

CONFERENCE BANQUET

Presiding: ARDEN E. SHENKER

National Campaign Cabinet

Speakers: IRWIN S. FIELD

UJA National Chairman HON. YIGAEL YADIN

Deputy Prime Minister of Israel

Special Award Presentation

to JACK WEILER

Room: Normandy West

10:30 P.M.

RECEPTIONS:

NATIONAL CHAIRMAN'S

Room: Mediterranean

YOUNG LEADERSHIP

Room: Young Leadership Suite

UNIVERSITY PROGRAMS Room: Versailles

SUNDAY

January 21

YOUNG LEADERSHIP CABINET MEETING Presiding: RICHARD S. FRIEDMAN

8:00 A.M.

Room: Young Leadership Suite

8:00 A.M.

YOUNG WOMEN'S LEADERSHIP

CABINET MEETING

Presiding: JUDY ROBINS

Chairman, Western Region

Young Women's Leadership Cabinet

Room: Caribbean

8:00 A.M.

UNIVERSITY PROGRAMS MEETING

Room: Versailles

9:30 A.M.

CONFERENCE CLOSING BREAKFAST

Presiding: HERBERT J. SOLOMON

UJA National Vice Chairman

Speaker: HERBERT A. FRIEDMAN

Room: Mediterranean

DIETARY LAWS STRICTLY OBSERVED

DIRECTORY

CONFERENCE HEADQUARTERS and

INFORMATION

1109

PRESS ROOM CONSULTATION ROOM 1113 1101

The following rooms are located in the Main Building:

CARIBBEAN (#1952)

MEDITERRANEAN

DATE GROVE

MONACO (#1921) MONTE CARLO (#1971)

LE BISTRO

MARTINIQUE

VERSAILLES

ANJOU

The following rooms are located in the Convention Center: NORMANDY EAST

BRITTANY

NORMANDY WEST

SCHEDULE OF MEETINGS 1979 WESTERN REGION LEADERSHIP CONFERENCE

THURSDAY January 18 8:00 P.M. NATIONAL WOMEN'S DIVISION BOARD MEETING Presiding: ANNETTE SHAPIRO National Women's Division Board Shapiro Residence: 466 Greenhouse Way Palm Springs 8:15 P.M. NATIONAL CAMPAIGN CABINET MEETING Presiding: WILLIAM J. LOWENBERG Western Regional Chairman National Campaign Cabinet Speakers: IRWIN S. FIELD UJA National Chairman **IRVING BERNSTEIN UJA Executive** Vice Chairman Room: Date Grove FRIDAY January 19 9:00 A.M EXECUTIVE COMMITTEE MEETING Presiding: WILLIAM J. LOWENBERG Room: Monte Carlo 9:00 A.M. EXECUTIVE DIRECTORS and FEDERATION PRESIDENTS MEETING Presiding: ZACHARY PITTS Federation President Palm Springs Speaker: LESTER I. LEVIN CJFWF Western Region Director Room: Date Grove 10:00 A.M. CONFERENCE REGISTRATION 5:00 P.M. LOWER LOBBY - MAIN BUILDING 12 Noon **EXECUTIVE DIRECTORS LUNCHEON** Presiding: SAMUEL J. ROSENTHAL **Executive Director** Palm Springs Speaker: IRVING BERNSTEIN Room: Brittany 12 Noon WOMEN'S DIVISION LUNCHEON Presiding: BARBARA PITTS Women's Division President-Palm Springs Speaker: MARILYN BROWN National Women's Division Co-Chairman

Room: Mediterranean

12 Noon to 4:00 P.M. and MEETING 2:00 to 4:00 P.M. 2:00 to 4:30 P.M. 4:00 P.M. CABINET MEETING

YOUNG LEADERSHIP LUNCHEON Presiding: RICHARD S. FRIEDMAN Associate National Chairman Young Leadership Cabinet Speakers: RALPH J. STERN National Chairman, Young Leadership Cabinet HERBERT A. FRIEDMAN Former UJA **Executive Vice Chairman** Room: Normandy East WOMEN'S DIVISION WORKSHOPS: "CAMPAIGNING CAN BE FUN" Fun in Learning-Training Workers Speaker: BETTY DREIFUSS San Francisco Room: Caribbean Fun on the Phone-Telephone Solicitation Speaker: RUTH SINGER Los Angeles Room: Martinique Fun on Your Feet-Public Speaking Speaker: LILLIAN HELLER Los Angeles Room: Le Bistro Fun to Travel-Missions to Israel Speaker: CAROL STERN Tucson Room: Versailles CAMPAIGN CHAIRMEN'S WORKSHOP Presiding: DANIEL BLOOMFIELD Campaign Chairman Palm Springs Speakers: ANNETTE DOBBS San Francisco **ERNEST S. RADY** San Diego ARDEN E. SHENKER Portland Room: Brittany LOS ANGELES CAMPAIGN Presiding: SYDNEY M. IRMAS Campaign Chairman Los Angeles

Speaker: IRVING BERNSTEIN

Room: Monte Carlo

4:00 **OPERATION UPGRADE** to 6:00 P.M. COMMITTEE MEETING Presiding: IRVING L. CRAMER Operation Upgrade Chairman, Western Region Room: Date Grove 5:00 P.M. UNIVERSITY PROGRAMS RECEPTION and ORIENTATION Speaker: WILLIAM J. LOWENBERG Room: Versailles 6:00 P.M. KABBALAT SHABBAT Room: Anjou 7:00 P.M. CONFERENCE OPENING DINNER Presiding: JAN P. SALTZMAN Conference Co-Chairman Speakers: WILLIAM J. LOWENBERG **IRVING BERNSTEIN** Room: Normandy East 10:00 P.M. **ONEG SHABBAT** Room: Brittany SATURDAY January 20 7:30 A.M. TORAH STUDY SESSION Room: Anjou 8:30 A.M. CONFERENCE BREAKFAST Presiding: IRWIN H. GOLDENBERG Conference Co-Chairman Los Angeles Speaker: EDWARD SANDERS Senior Advisor to the President of the United States Room: Normandy East 10:15 A.M. PLENARY: "ISRAEL AFTER CAMP DAVID" Presiding: ANNETTE DOBBS Campaign Chairman San Francisco Speaker: BENYAMIN NAVON Consul General of Israel PROJECT RENEWAL PANEL Presiding: RONALD SOSNICK Campaign Co-Chairman

San Jose

ROBERT E. LOUP

HERBERT J. SOLOMON

UJA National Vice Chairmen

Speakers: NORMAN LIPOFF

Room: Brittany



1979 Campaign Background United Jewish Appeal



Ezekiel 36:28

We believe in Jewish renewal: yesterday, today and tomorrow.

It is a belief we have cherished for centuries: through pogroms, expulsions, the Holocaust...and four wars of survival for Israel's people.

In times of war, when Israel's existence is threatened-when death is the alternative-we have

always responded swiftly and completely.

Each time, providing record sums for Jewish survival overseas, we have achieved new levels of giving in our campaigns and raised more money to serve the Jews in our communities as well.

In the face of other serious threats short of war-when the alternative is not death but social stagnation, blocked absorption, the future postponed-our giving has leveled off.

Each time, barely meeting rising program costs in Israel and elsewhere overseas, we have limited the growth of our community services as well.

This year, with new heart and spirit, we begin campaigning beyond this pattern of peak-and-plateau. We reaffirm our belief in our ability, without the threat of war, to give more and raise more to strengthen the quality of life everywhere in the Jewish world. We redirect our campaign energies from catching up with need to moving ahead of it ...from maintaining services to enlarging them... from reaction to decisive action on behalf of Jewish Renewal at Home and Overseas.

Jewish Renewal in Israel:

Action

The people of Israel have acted decisively in issuing in the era of Renewal.

They have committed themselves to the rejuvenation of 300,000 people— 200,000 of them children—living in conditions of physical and social distress in 160 neighborhoods.

They have extended free education through high school for every child in the land.

Risking immediately increased hardship and austerity, they have opened up their economy by sharply devaluing the pound, removing or reducing subsidies on most staples, lifting monetary restrictions and curtailing government spending.

Vision

The hoped-for long-range results?

A society based on social justice and equality of opportunity, with every man, woman and child contributing to the fullest.

An end to the social gap between favored and deprived elements of the population. More foreign investment, revitalized exports, a reduction in the unfavorable balance of trade.

Slowdown in the inflation rate, economic self-sufficiency, fiscal solvency.

Reality

The gap between vision and reality, however, remains large and troubling. On the horizon—a free healthy, growing society and economy. Right now—continuing denial and hardship, most heavily affecting tens of thousands of Israel's marginal immigrant families:

Limited funds for social services in distressed neighborhoods, because of curtailed government budgets.

The threat of continuing school dropouts despite free tuition because economy measures have cut funds for books and supplies, hot lunch programs and special tutoring.

An inflation rate that will far exceed the hoped-for 30 per cent... imported goods up a minimum of 25 percent... a balance of trade deficit still hovering around \$3 billion...a rise of up to 40 per cent in the price of basic commodities.

The Jewish Agency Budget for the Year 1978/79 and Reductions from 1977/78

Function	Budget 77/78	Budget 78/79	Reductions
Immigration & Absorption	\$ 77.8 million	\$ 66.5 million	-\$11.3
Social Welfare Service	51.6 million	31.6 million	- 20.0
Health Services	8.7 million	1.7 million	- 7.0
Education	50.0 million	36.3 million	- 13.7
Institutions of Higher Learning	52.4 million	47.4 million	- 5.0
Youth Care & Training	48.8 million	37.9 million	- 10.9
Absorption into Agricultural Settlements	55.6 million	30.0 million	- 25.6
Immigrant Housing	37.0 million	25.6 million	- 11.4
Debt Service	64.0 million	50.0 million	
Other	25.8 million	23.0 million	
Total	\$471.7 million	\$350.0 million	

The Role of the Jewish Agency

Bridging the gap has always been the responsibility of world Jewry, through the programs of the Jewish Agency.

For 30 years, our lifeline partnership with Israel's people has been based on our commitment to assume our full share of the cost of transporting, resettling and absorbing all incoming

immigrants.

The achievement has been substantial. We have helped bring more than 1.6 million immigrants to Israel, contributed to the establishment of 540 agricultural settlements and 29 development towns, and provided funds for housing, employment and a wide range of Jewish Agency health, education and welfare services to newcomers.

But we have never truly, totally carried out our partnership responsibility.

Reality

For we have never given enough. Year after year, except in response to war, we have fallen short of providing our expected share of the Jewish

Agency budget. This has led to:

Budgets of austerity and desperation. For three successive years, almost every major Jewish Agency budget line -each one a thread of human hopehas had to be cut.

Deficit financing. The money we have not provided has had to be borrowed. More than 14 per cent of the current budget is lost to debt repayment.

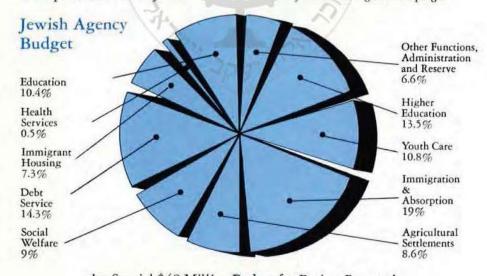
Curtailed services. Shortage of funds has stretched every Agency program to the thinnest edge-in a year when new immigration is expected to rise by 3,600.

Renewed life postponed. Tens of thousands of immigrant families we helped bring to Israel still live in substandard conditions, unabsorbed.

In 1979, it is up to us to reverse that process, through our campaign for

Jewish Renewal.

We must meet our full share of the cost of the Agency's ongoing, liferenewing services-and of our vital community services-through a substantially increased regular campaign.



plus Special \$48 Million Budget for Project Renewal

Jewish Renewal at Home: The Role

A Definition

Achieving much but falling short ... difficulties in expanding or even maintaining programs in the face of persistent inflation ... curtailed and postponed services ... unmet needs ...

The words describing what our regular campaigns have done-and failed to do-in support of human needs in Israel can be applied as well to our local services and programs.

As the new era of Jewish Renewal begins, what must also be applied in our communities is the same zeal the people of Israel have shown in:

identifying unmet needs; determining where and how serious shortcomings in current services are denying needed aid and comfort; and

formulating realizable goals and achievable programs.

The immediate effect will be to move our campaigns off the dead center of plateau giving to new peaks.

The long-range effect will be to move our communities substantially ahead in our life-renewing work at

Interdependence of Jewish Renewal

In naming their vast program of social rehabilitation for 45,000 immigrant families "Project Renewal", the people of Israel have sounded the keynote of our 1979 campaign.

All contributors will have the privilege of participating in that project through capital fund opportunities and special fund giving-the form to be determined by each community. The privilege will be available only on the basis of an increased pledge to the regular campaign.

In structuring the 1979 campaign in this way, we acknowledge the interdependence of Jewish life the world over. We recognize that we can only give strength and a heightened quality

of life to our fellow Jews overseas on the basis of the strength and quality of life we achieve at home.

In organizing and planning our Jewish Renewal programs, we must also recognize that the structure of our life here is undergoing change, creating new realities, particularly affecting:

Jewish family life;

Our treatment of our aging;

The education, values and opportunities we give our youth;

The way we arrange the resettlement of the newcomers among us.

The Family

Many contemporary pressures are leading to upheaval and attrition in American Jewish family life.

Fifteen percent of households involving parents in the 20-29 year range are now headed by one parent...

More than half the heads of Jewish households have no synagogue affiliation.

Inter-city movement of Jewish families is mounting...

Mid-career joblessness is affecting many American Jewish providers.

Jewish Renewal at Home means increased regular campaign funding and improved services to stabilize and strengthen Jewish family life:

Family Life Education programs; Family-based experiences in community centers;

Expanded programs meeting the special needs of single parents;

Special group experiences for the adolescent children of divorced parents; Big-brother and big-sister programs

for children of one-parent families; Pre-school and day care services in

aid of working single parents;

Vocational services geared to families hit by mid-career joblessness;

A full range of personal and family counseling.

of the American Jewish Community

The Aging

The Jewish elderly, 65 years of age and over, now comprise almost 13 percent of the national Jewish population. Projections say this proportion will

reach 15 percent by 1990.

One out of every five Jewish households is headed by a person of 65 or more...the incomes of most do not exceed \$6,000 per year...one in every four has some degree of physical or emotional disability requiring supportive services.

Jewish Renewal at Home means increased regular campaign funding and improved services to provide the Jewish elderly with the total at-home and institutional supports they need ... for the active, productive, self-dependent lives they want to lead:

Expanded therapy services; Vocational retraining;

Aids to neighborhood stabilization; New apartments and residential

opportunities;

Strengthened "at-home" services: transportation, housekeeping, visiting, counseling, meals-on-wheels;

Augmented recreational, cultural and educational programming;

Modernized institutional care and expanded facilities where needed: Improved nutritional programs; Opportunities for volunteer service,

Jewish Education, Youth Programs

Enrolment in Jewish schools at all levels has declined from 600,000 in 1961 to about 400,000 currently.

The search for values by Jewish teenagers and college students outside the Jewish heritage continues unabated. Too many of our youngsters remain unaware of the treasures of Judaism.

Community services for Jewish youths in high schools and on college campuses have been largely minimal.

For many young Jews, Israel is another "foreign country", its role in Jewish destiny unknown or misjudged.

Jewish Renewal at Home means increased regular campaign funding and improved services to make Jewish education a vital force in our communities, Judaism an enduring fountainhead of values and Jewish identity a matter of affirmation:

Increased subsidies and active recruitment programs for greater enrolment in Jewish day schools;

Intensification of the Jewish content of community camp programs; Enriched Jewish programming in

community centers;

Recruitment and training of highquality teachers for Jewish schools;

Active participation in expanded programs of Jewish studies at universities;

Strengthened college campus programs in Jewish responsibilities for both faculty and students;

Increased community support of youth trips to Israel.

Resettlement of New Immigrants

American Jewish communities have been experiencing-and actively participating in-the first substantial new wave of immigration of Jews to the United States in many decades, largely from the Soviet Union.

Soviet Jewish immigration to North America in the first half of 1978 all but equalled the total of the entire year of 1977. This human flow will increase

Jewish Renewal at Home means increased regular campaign funding and improved services to help the Jews of this modern exodus adjust to their new freedom and experience with democracy through expanded programs of:

Social, psychological and practical counseling and orientation;

English language training; Retraining and employment aid toward swift self-support; Housing and relocation;

Jewish and general education.

The Jewish Agency 1978-79 Budget

Where the Money Goes

The 1978-79 budget is based on estimated cash flow from free world Jewry campaigns. This year, unless that flow increases considerably, the Jewish Agency will have to borrow \$65 million, to be repaid at program-stifling high interest rates.

About two-thirds of the budget will go toward human action programs to close the social gap between immigrant groups. The other crucial third will be devoted to initial resettlement services for new immigrants.

Immigration and Absorption

Newcomer services this year must be extended to an expected 25,000 arrivals -3,600 more than last year-with substantially reduced funds. Almost half of them will come from countries of Jewish distress.

In addition to immediate housing and financial aid, new immigrants are given intensive attention in programs vital to their full resettlement: language studies, vocational guidance and professional re-training.

Of the 25,000 expected this year, about 14 percent will be academic professionals. With the national higher education budget cut by 16 percent, academic employment possibilities have been sharply limited. Employment aid for new professionals has become a long, complex and costly process.

This year, the proportion of new immigrants 60 years of age and over is expected to reach 16 percent-far higher than in the overall population. They will require special financial assistance, housing and extensive medical services.

In Israel today, one immigrant family in ten is a single-parent family, most typically headed by widowed mothers. For them, growing problems of economic support and adequate day care

facilities must be solved ... with reduced funds.

Social and Health Services

The process of absorption—requiring a reorientation to a new society with different customs, language, institutions and attitudes—is especially difficult for the handicapped, elderly immigrants and their families, one-parent families, large families and families with problem children.

While the Agency budget for social welfare has been steadily declining, the percentage of immigrants needing social services-and the average period

of care-have increased.

The budget for supplementary health services, meanwhile, is the lowest in Agency history.

Immigrant Housing

In the past four years, the Jewish Agency's housing budget has been cut from \$91 million to \$50.2 million to \$37 million to the current \$25.6 million ... reflecting, in part, a lack of confidence in the cash flow from free world campaigns.

Inflationary costs and an extended recession in building have also slowed down Agency purchase and construction of apartments. Housing opportunities for single immigrants and young married couples have been par-

ticularly hard hit.

As a result of shortfall housing support through the years, hard-core distressed neighborhoods have developed -with 300,000 second and third generation immigrants struggling under conditions of overcrowded housing and inadequate social services and community facilities.

Their rejuvenation will be achieved through Project Renewal, with the aid of special fundraising efforts; a supplementary \$48 million allocation for

this project has been adopted for the

current year.

First and foremost, however, regular campaign giving must be increased substantially, to upgrade the Agency's housing and other absorption programs. Otherwise, the success of Project Renewal could be subverted and new pockets of deprivation created to cloud the future.

Youth Care and Training

Youth Aliyah effectively reaches disadvantaged youths who might otherwise remain outside the mainstream of Israeli society: youngsters with severe learning problems, actual or potential school dropouts, children from large, poor families.

Youth Aliyah pupils are redirected in a variety of settings: rural settlements, youth villages, residential study projects, youth centers featuring vocational training, and foster family programs.

An estimated 60,000 youngsters in Israel need Youth Aliyah services. With current funds, only 19,250 can be accommodated.

Education/Higher Education

This year, with the latest slashes in the national education and higher education budget, the Jewish Agency's assistance is especially vital.

The Agency, however, has also been forced to cut its allocations in these areas—by \$13.7 million and \$5 million.

Education-support programs affected include supplementary financial aid to high school students and pre-school fee payments for three and four year-olds from culturally deprived homes.

In the higher education area: while university tuition has risen more than 30 percent, Agency maintenance and scholarship aid has now decreased for four successive years.

Agricultural Settlements

This budget line covers many forms of support for kibbutzim and moshavim established by the Jewish Agency with UJA and Keren Hayesod funds. The goal is to help increase production to a level enabling these settlements to become self-sufficient, or "consolidated".

Of the 540 settlements founded over 30 years, 112 have become fully self-supporting, 215 are close to it and 213 are still in the Agency's full care. Few new consolidations can be expected this year if funds continue to fall short of need.

JDC/Israel

The UJA's other major beneficiary agency, the American Jewish Joint Distribution Committee (JDC) has had a long and distinguished history in Israel. Its emergency health services were vital during the massive immigration of the early years of statehood.

Today, JDC is a pioneer in the search for more meaningful programs for thousands of the aged and handicapped. Its ESHEL program sponsors home care, meals-on-wheels, laundry services and social activities for Israel's elderly, who are often happiest remaining in their own communities.

JDC's famed Brookdale Institute is a unique national center of research and demonstration projects on the subject of the aging.

Active in diagnosis and treatment of the physically and emotionally handicapped, JDC also carries out vital parent-child programs in community centers, and training programs to overcome the critical shortage of qualified social work professionals.

Current JDC subsidies aid over 160 yeshivot, with more than 24,000 students, and provide grants to refugee rabbis and research projects.

IDC-ORT/Israel

Partly with JDC funding, ORT Israel teaches more than 40 trades to 55,000 students in 86 technical colleges, technical and vocational high schools, apprenticeship centers and factory schools.

ORT programs also aid the retarded

and offer rehabilitation courses for the physically handicapped.

Both sets of programs will be hard-

pressed to maintain last year's level of service with barely increased funds in the face of steeply rising costs.

Jewish Renewal Overseas

JDC Around the World

JDC life-support services in nearly 30 other countries around the world have been models of effective, compassionate care for decades. Each year, these programs deepen in complexity as they soar in cost. The level of UJA receipts from community campaigns will determine whether or not JDC's allocations can keep pace with rising human need.

At stake is the strength of this global IDC lifeline of aid:

Wide-ranging relief and welfare programs in countries as diverse as France and Yugoslavia, Algeria and India... cash assistance, food and clothing parcels, kosher kitchens and medical care in Rumania... Relief-in-Transit packages to needy families in Eastern Europe.

For thousands of transmigrant Russian Jews in Italy: housing, meals, medical care, counseling and an educational program for the children.

In Iran: social services and school feeding programs... in Morocco and Tunisia: monthly allocations to the aged and disabled...in Syria: cash relief for the unemployed and the widowed ... in all three countries: vital health and medical services.

The world over: a network of primary, secondary, religious and vocational education, including grants to ORT and to the Alliance Israelite Universelle.

HIAS

The Hebrew Immigrant Aid Society (HIAS) resettles Jewish refugees from countries of danger and oppression. In its 95 years, HIAS has resettled more than four million.

The agency assists in family reunions and places refugees in Jewish communities throughout the U.S. and in Canada, Australia, New Zealand, Western Europe and Latin America.

Its major focus since 1975 has been the resettlement of Russian Jews. Total number of migrants of all origins aided in the latest reported 12-month period was more than 12,000.

NYANA

Since 1949, the New York Association for New Americans (NYANA) has provided life-renewing assistance to more than 170,000 Jewish newcomers to the New York metropolitan area.

Programs include: cash assistance for rent, furniture, clothing, other basic needs; medical care, day care, scholarship aid; vocational and educational services; youth care, family counseling, Jewish orientation.

In cooperation with HIAS, NYANA resettles about half of all Jewish immigrants to the United States.





United Jewish Appeal 1939-1977



The merger creating the United Jewish Appeal was a direct response to the infamous Kristallnacht of November 10, 1938, when the synagogues of Germany were burned and scores of Jews were beaten and killed. The shattering of the glass of Jewish storefronts was brutally symbolic of decades of oppression and persecution throughout Europe. It literally crystallized the realization by the leaders of American Jewry that only a centralized fundraising body could fully mobilize the resources needed to meet the crisis confronting the Jews of Europe on the eve of World War II,

Corporate Members: JDC, UIA

The three signatories were Rabbi Jonah B. Wise, Rabbi Abba Hillel Silver and William Rosenwald. They represented, respectively, the American Jewish Joint Distribution Committee (JDC), the United Palestine Appeal and the National Coordinating Committee for Aid to Refugees. The UJA thus became the single American Jewish fundraising organization for the work of relief and rehabilitation in Europe, for immigration and settlement in Palestine and for refugee aid in the United States.

The senior constituent agency in the merger was the JDC, founded in 1914 to meet the welfare needs of the small Jewish settlement in Palestine and of East European Jews whose countries were transformed into battlegrounds following the outbreak of World War I. In the course of its 63-year history of rescue, relief and rehabilitation, the JDC has expended more than \$1.1 billion in supplying food, clothing, shelter, medical aid, child care, educational assistance, vocational training and economic rehabilitation to Jews in Israel and some 30 other countries. It also provides an annual subvention to the world-wide vocational training programs of the Organization for Rehabilitation through Training (ORT). The JDC remains one of the two corporate members of the United Jewish Appeal.

The United Palestine Appeal was established in 1925 to coordinate fundraising efforts in America devoted to the upbuilding of Jewish life in Palestine. Its functions expanded and evolved with the creation of the State of Israel and the growing magnitude of immigrant needs there; it is now known as the United Israel Appeal, Inc. (UIA). The UIA is the other corporate member of the United Jewish Appeal and, today, its principal beneficiary. Its primary responsibility is the supervision of the flow of funds and their expenditure for the resettlement and absorption of refugees in Israel. Through UIA, the American Jewish

United Jewish Appeal, 1939-1977

community is able to fulfill its commitments to Israel, both financially and as participants in the planning and direction of the activities of the Jewish Agency for Israel, which is the agent for both the UIA and Keren Hayesod (UJA's counterpart in 69 other countries). Since 1973, UIA has allocated more than \$1,500,000,000 to the Jewish Agency for philanthropic programs in Israel.

The Jewish Agency carries out the major tasks involved in the revival of Jewish life in Israel: the reception and absorption of immigrants from every corner of the earth. Its programs of immigration, initial absorption-including language training, housing, social welfare, rural settlement, youth services, education and higher education-are crucial to the daily lives and future hopes of hundreds of thousands of immigrants each year. The Jewish Agency budget is created with the full participation of the Board of Governors, on which non-Israeli board members have equal representation with Israelis and which is chaired by an American Jewish leader. The Agency's Budget and Finance Committee, also chaired by an American, has at least 35 percent representation from the United States.



Rabbi Abba Hillel Silver
William Rosenwald Rabbi Jonah B. Wise

January 10, 1939

The American Jewish community acts for Jewish survival: the UJA is established.

Beneficiary Agencies: NYANA, HIAS

The National Coordinating Committee for Aid to Refugees, after several changes in designation, is now known as the New York Association for New Americans (NYANA). It was formed in 1933 after the Nazis gained power in Germany to help settle Jewish refugees from Europe in the United States, in cooperation with the Hebrew Immigrant Aid Society (HIAS).

NYANA today serves nearly half of all Jewish immigrants coming into the United States; its programs cover all aspects of their resettlement in the New York metropolitan area.

HIAS, Inc. aids Jewish immigrants to the U.S. and a number of other countries outside Israel. It works cooperatively with a large network of resettlement and social service agencies and in close coordination with organized Jewish communities in the U.S., Europe, Latin America and Australia.

These resettlement agencies help Jewish refugees and migrants begin new lives in an environment free of persecution and deprivation and give them a sense of community and belonging in their new homelands.

Flow of Funds

The United Jewish Appeal serves as the joint fundraising organization for its two corporate members. UJA's net revenue from each campaign is allocated by mutual agreement of the JDC and UIA. It is divided on a formula basis after an allocation to NYANA, and after a grant to HIAS authorized by the JDC and UIA based on HIAS' needs for the year.

With the funds distributed throughout its 39-year history to these beneficiary bodies, the UJA has contributed to the rescue and rehabilitation of more than three million men, women and children—about half of them immigrants brought to Israel. To accomplish this, from its inception through December 31, 1977, UJA collected \$4.3 billion dollars, expended \$175 million and distributed approximately \$4.1 billion to beneficiary agencies.

This has been accomplished through annual campaigns in almost 700 American Jewish communities. The bulk of these contributions is received through allocations to UJA from the campaigns of Jewish Federations and Welfare Funds in major U.S. communities. In these communities campaign revenue, less local expenses, is allocated to UJA and to local health, welfare and education programs. UJA receives all campaign revenue from non-federated communities, less local expenses.

1939-1944: The War Years

During World War II UJA realized a total of \$93.2 million in cash receipts. With these funds, UJA's agencies were able to rescue 162,000 Jews from Hitler's Europe. Of that total, 76,000 were brought to Palestine despite dangerous wartime conditions on land and sea; the other 86,000 reached the United States and other free countries. The 1939 campaign, the first under the aegis of the newly created UJA, produced \$11.5 million in cash, almost doubling the amount raised by the three component agencies the preceding year. By 1944, the last full year of the war, the amount had again been more than doubled, to \$26 million.

1945-1947: The DP Era

As the ghastly dimensions of the Holocaust and the desperate plight of the survivors in the DP camps became painfully clear, UJA leadership called for a new dimension in giving, setting a goal of \$100 million-considered impossible by many at the time-for the 1946 campaign. The American Jewish community met that goal and surpassed it the next year, when cash receipts totaled over \$110 million. Between the end of the war in 1945 and May, 1948, because of severe restrictions on Jewish immigration into Palestine, UJA funds were used primarily to provide relief and welfare to more than 250,000 displaced persons waiting on Cyprus, in Allied Occupation Zone camps and in the rubble of their former homes in Eastern Europe-waiting for the renewal beyond survival.

1948-1966: Homecoming

In 1948, the chance came for that renewal. With the proclamation of the State of Israel, UJA's leadership again called for—and the Jewish community of America again surpassed—a new peak in giving: the 1948 campaign produced more than \$147 million in cash. On the strength of that peak performance, augmented by funds raised by Keren Hayesod from the rest of free world Jewry, the 25,000 detainees on Cyprus were transferred to Israel and the DP camps emptied by 1950.

The community campaigns of 1949 through 1952 stressed the gathering into Israel of hundreds of thousands of Jews from Moslem lands. The funds produced made possible the "Magic Carpet" airlift to Israel of 50,000 men, women and children—virtually the entire Jewish population of Yemen...and the "Operation Ezra" airlift of 120,000 Jews from Iraq, the vast majority of that country's Jewish population.

During the balance of the 1950's and through most of the following decade, while continuing to support JDC's global programs of aid to remnant and struggling Jewish communities and its services to the aged and handicapped in Israel, the UJA concentrated on the challenge of the absorption of more than a million immigrants it had helped bring to Israel. It financed largescale programs of the Jewish Agency providing housing and employment as well as health, education and welfare services in an attempt to make Israel's newcomers selfsupporting citizens of their new homeland. UJA funds were largely responsible for the creation of 485 agricultural settlements between 1948 and 1963; and for the establishment of 22 development towns, centers

of both industrial and agricultural productivity, many of them in remote border and desert areas.*

During this period, migration to Israel continued from many parts of the world where Jews faced discrimination and persecution. The increasing inflow of immigrants from behind the Iron Curtain and from the Moslem world in the 1960's added seriously to the absorption problem. In response, the UJA called upon American Jewish communities to support special funds, supplementing the regular annual campaigns.

Until the outbreak of the Six Day War in 1967, the community response—while genuine, generous and wholehearted—fell short of matching the peak giving year of 1948. From 1958 through 1966 allocations had settled down to a plateau of approximately \$60 million annually.

1967-1976: We Are One

The plateau was shattered in 1967 in response to the Six Day War, when the UJA initiated the largest of its special funds, the Israel Emergency Fund. American Jews, including many who had never participated, pledged a combined total of \$322 million; cash receipts for the calendar year were a record \$235 million.

In the decade after that signal achievement—accelerated by the outpouring of funds following the Yom Kippur attack on Israel in 1973—the UJA, through the federated and non-federated campaigns and through the expanded outreach of its programs to an enlarged constituency, far exceeded what was previously thought to be the limits of American Jewish giving. It succeeded in maintaining high levels of annual campaign receipts in years without wars or major crises; pledges exceeded the Six Day War year level by almost 50 percent.

UJA's proudest achievements over the decade were; raising more pledges in peace-time 1971 and 1972 than in wartime 1967, and collecting more cash in each of the past three years than in any previous non-war year.

For the 1977 campaign year, pledges totaled approximately \$465,000 million. Allocations to UJA, representing 62 percent of federated community campaign pledges together with total non-federated commu-

nity campaign pledges, are estimated at \$300 million.

During the 1977 calendar year, UJA collected \$268,696,000 and transmitted to its constituent and beneficiary agencies \$245,436,000.

The UJA Today

Since the 1967 breakthrough, UJA has developed an informed and involved volunteer and professional leadership whose global outlook and sense of unity has deepened into a constructive and positive force in Jewish life. It has become a multipurpose, multi-faceted organization with skilled technicians in a variety of areas reaching out to the total Jewish community of the country: students-faculty-laymenwomen-young leaders-rabbis. It is involved in a wide variety of sophisticated domestic and international programs, including sensitivity training, group dynamics, seminars, practicums ... all for the purpose of upgrading the understanding and the fundraising effectiveness of its national officers, community chairmen, campaign leaders, workers and new recruits.

The leadership developed and motivated through these programs—which are carried out in consultation and coordination with the communities and with the Council of Jewish Federations and Welfare Funds (CJF)—has achieved broadness of vision and clarity of purpose on the strength of four principles:

- Raising money for the people of Israel is an honorable, dignified and vital part of Jewish life;
- It is an educational process enriched by increased knowledge and contact with Israel's people, creating the understanding that the Jewish horizon is beyond personal family and community;
- A generation still traumatized by the Holocaust has the right and obligation to ask every Jew to save and sustain all Jewish lives;
- Jerusalem is the cornerstone of Judaism and Israel the center of Jewish life ...consequently, the American Jewish community has a right to ask every Jew to be one in spirit with the people of Israel.

As the State of Israel reaches its 30th birthday and the United Jewish Appeal approaches the 40th anniversary of its inception, unsettled conditions throughout the world make it imperative for the American Jewish community to embrace those fundraising principles with increased vigor and to remain strong, united and vigilant in the decades ahead.

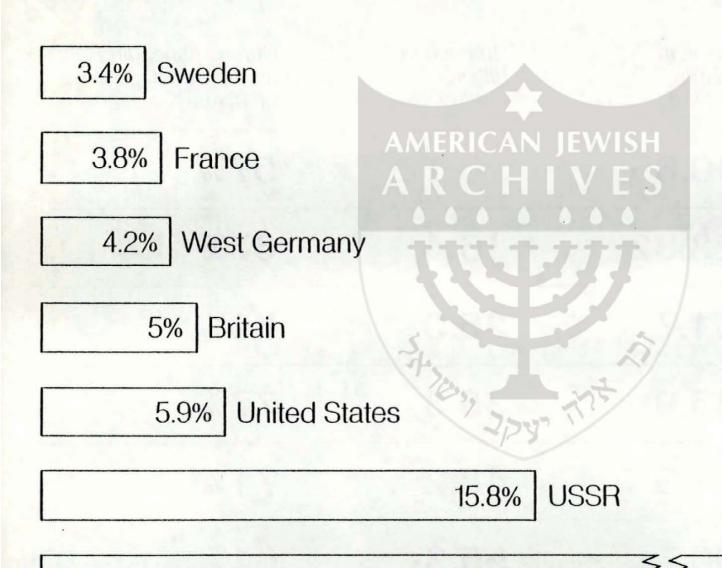
^{*}These programs have continued actively to date. There are now more than 500 rural settlements established by the Jewish Agency, and 29 development towns. In addition, the Agency has constructed more than 100,000 housing units for immigrants.



The Jewish Agency Budget for the Year 1978/79 and Changes from 1977/78

Function		Final Revised Budget Amount 77/78	Proposed Budget Amount 78/79	C	hange
Immigration & Absorption		\$ 77.8 million	\$ 66.5 million	-\$	11.3
Social Welfare Service	AMERI	CA 51.6 million	31.6 million	_	20.0
Health Services	ARC	8.7 million	1.7 million	-	7.0
Education		50.0 million	36.3 million	_	13.7
Institutions of Higher Learning	229	52.4 million	47.4 million	-	5.0
Youth Care & Training		48.8 million	37.9 million		10.9
Absorption into Agricultural Set	tlements	55.6 million	30.0 million	-	25.6
Immigrant Housing	100,	37.0 million	25.6 million	· -	11.4
Debt Services		64.0 million	50.0 million	-	14.0
Other		25.8 million	23.0 million	-	2.8
Total		\$471.7 million	\$350.0 million	-\$	121.7

% of Gross National Product Spent on Defense—1977



30%

Israel

Taxes as a Percentage of the Gross Domestic Product/1977

(The total market value of all the goods and services produced internally)

20%] Japan
AME 30% United States
34% Canada
35%] West Germany
46% Britain
46%_ Sweden
47% Netherlands
54% Israel

Record Inflation in Israel (in %) Annual Inflation Rate

Figures released by the United States Bureau of Labor Statistics 1976-1977

West Germany 3.9%_ United States 6.5% Japan 9.1%_ France^{*} 9.5%_ Britain⁻ Jordan^{*} 32.3% Israel 31.3% 134%

('77-'78)



COUNCIE OF LEWISH FEDERATIONS AND WELFARE FUNDS INC

MEMO

February 8, 1978

TO: EXECUTIVES

RE: NEW "DISTRESSED NEIGHBORHOODS"
PROJECTED PROGRAM IN ISRAEL
("HOUSING AND POVERTY PROGRAM")

The Board of Governors of the Jewish Agency for Israel last week (February 2) approved its participation and support for a comprehensive new, basic program to deal with the physical and social problems of 160 seriously distressed neighborhoods and areas in Israel. They involve 45,000 families.

A summary of the projected program is enclosed.

The approval was based on recommendations brought to the Board by an ad hoc committee chaired by Jerold C. Hoffberger, CJF president.

This is what the Board approved:

- (1) The first year of the program will require \$48 million from the Jews of the world. That is to be matched by \$48 million from the Israel government, for a total of \$96 million for the first year.
- (2) In the United States, the initial financing is to be in the 1979 campaign. A number of other countries in the Keren Hayesod campaign are initiating the effort in their 1978 campaigns.
- (3) The United States share has not yet been officially defined. If the previous sharing pattern were to continue, the United States portion would be about two-thirds of the first year program.
 - (4) The CJF, UJA, and Israel Bonds will confer

to define clearly what parts of the program may be financed by free dollar contributions and what elements by bond loans.

- (5) CJF and UJA will confer further on how to handle the U.S. share of financing by contributions, involving community Federation leaders in the consultations. They will analyze whether some elements might be financed through the Israel Education Fund, for example, for such needs as day care facilities, community centers, and other structures; and how best to finance the vital "linchpin" social support services by the Federation-UJA campaigns.
- (6) The requirement is that the support for the new program must be "plus funds"; they must not detract from the level of support to meet needs that are met by the Federation-UJA campaigns for services which not only must be maintained, but that continue to change and grow.
- (7) While the total multi-year program has been forecast at \$1.2 billion, the Board of the Jewish Agency agreed that it would act annually on the amount to be provided each year. That will be based in part on its evaluation of what has been accomplished in the previous year, and the soundest planning for the next year.

The amount of \$48 million was budgeted therefore for the first year; and the Board took note of the projection of \$197 million for the second year, of which \$98.5 million would have to come from the Jews of the world.

- (8) The planning to date indicates that the program outlined will require at least 8 to 10 years.
- (9) The caution was expressed on the necessity to match the goals for achievement to what can actually be accomplished. The program will not overcome all poverty in Israel; nor will it solve all social ills. It is intended to project a critically needed comprehensive, integrated new approach to

deal radically with the most urgent problems in housing, "social infrastructure" (community facilities, social support programs, employment skills, services for the aged, family counseling, etc.) in the 160 distressed neighborhoods and areas.

- (10) A fundamental element is community development -- to enable people to help themselves through community organization.
- (11) The input of the Jews of the world will be more than money. It is likewise being asked to provide brainpower and expertness to help shape the programs and strengthen their implementation.
- (12) The Jewish Agency will be involved in carrying out the services. It is currently sharing in designing the plans, with the aid of its new Program Planning and Evaluation Unit, staffed by Melvin Mogulof, who was formerly the associate executive of the New York Federation of Jewish Philanthropies.

He is working most closely with Dr. Israel Katz, Minister of Labor and Social Affairs, and Gideon Patt, Minister of Construction and Housing.

(13) The Jewish Agency will monitor the progress of the program, with involvement of both lay leaders and professional staff. In addition to the leadership of Jerold Hoffberger, Robert Russell of Miami and his technical committee of housing experts will be especially active in guiding and evaluating the housing programs.

We will review these developments and consult on North American community involvement at our quarterly CJF meetings, March 16-19.

PHILIP BERNSTEIN

THE DISTRESSED NEIGHBORHOODS PROGRAM

INTRODUCTION:

The Government of Israel, through the initiative of the Prime Minister, has made a commitment to abolish slum areas and offer new opportunities to the residents of these areas, through a comprehensive physical and social program. The materials which follow indicate the program actions, the costs of these actions, and the timetable under which they will take place. The Ministry of Construction and Housing, and the Ministry of Labour and Social Affairs have been the lead agencies in developing this comprehensive program of action. However, under the leadership of the Deputy Prime Minister, an interMinisterial committee has been formed to provide direction for the Distressed Neighborhoods Program and to insure the appropriate involvement of the Ministries of Education, Health, Interior, Religion, and Industry and Commerce.

The total projected cost of the Distressed Neighborhoods Program is \$1.2 billion, to be expended in 160 communities over a period of five years. 120 of the communities are scheduled for physical rehabilitation, as well as a broad range of social supports. In 40 of the smaller communities, the current state of the neighborhood does not lend itself to rehabilitation in that location. Thus, our primary efforts will be aimed at relocation to new apartment units in other locations within the larger community. Our overall plan is to activate 30 new communities for physical/social action each year for the first four years of the program. At the same time, we will reconstruct the 40 small communities on a schedule of 13/14 communities each year, for each of the first three years. The timetable at the end of the report indicates the schedule for accomplishing these steps. The details follow:

I. HOUSING

In the 160 neighborhoods designated for rehabilitation, approximately 45,000 families live in substandard housing conditions. 27,000 of these families live in condemned houses, and 18,000 families live in overcrowded conditions (three persons or more to a room). In most cases, these small apartments can be enlarged, combined with other units, or used by smaller families being evacuated from condemned buildings.

The construction of a new apartment unit for a large family (seven persons or more), is estimated to cost \$29,000; for a small family (mostly senior citizens, couples and singles) \$15,000; for medium sized families (three to six persons) \$19,000. On the average, a new apartment unit to rehouse a family living in substandard conditions will cost approximately \$23,400. The cost of enlarging a small apartment will run to approximately \$10,000 per unit.

It should be mentioned, that in some cases, families who live in substandard housing and are to be moved to an alternate apartment, will receive compensation for their current apartment (on the average of \$10,000 per unit). In several neighborhoods (especially in the centers of the old cities), the land is owned privately and will need to be purchased prior to the start of construction of new units.

An additional expenditure which we have planned for is the repair of existing houses, interior and exterior, and improvement of their common grounds. The estimated cost of this work is approximately \$1,000 to \$1,500 per apartment unit.

In the framework of the rehabilitation of these distressed neighborhoods, we should like to bring into the neighborhoods additional families, who are relatively strong, socially and economically (especially young couples and new immigrants). These ramilies will usually purchase their apartments by their own means, but in view of the poor image of some of the distressed neighborhoods, it will be necessary to offer certain financial incentives for purchase.

II. SOCIAL AND PHYSICAL INFRASTRUCTURE

Within our comprehensive approach, we have planned for the development of infrastructure (roads, fences, sewage, lighting), public gardens, educational and religious institutions, and centers for supplementary education, such as day care centers and community clubs offering activites for special age groups, etc. In addition, the high percentage of large families with many school age children makes it necessary to add classes to schools, and build new schools in many of the distressed neighborhoods. A considerable part of the population of these neighborhoods is religious or traditional, which necessitates the construction and reconstruction of religious facilities. Many synagogues and ritual baths are housed in substandard structures, and in apartments temporarily allocated for these purposes. The rehabilitation of these neighborhoods must include the provision of facilities for the religious life of the community. The required investment for the building of a synagogue is about \$100,000 and a ritual bath costs approximately the same.

The population of concern for us consists of a high percentage of preschool children. Children from the ages of 0-3 do not have required schooling in Israel. But there is no doubt that the erection of adequate day care centers and kindergartens for preschoolers and and provision of services within them, will help thousands of mothers to use their time more efficiently, as well as enabling many of them to enter the employment market. The building of a regular day care center costs about \$100,000. A kindergarten of two classes costs approximately \$70,000.

Additional structures are required for cultural and educational services, such as clubs and community centers, offering cultural activities, sports, arts and crafts. A multipurpose structure of this kind -- community center and sport center, costs approximately \$1,500,000.

Commercial shopping facilities are generally in poor condition in the neighborhhoods of concern. Often the limited purchasing power of the residents of these areas does not offer sufficient incentive to encourage the building and maintenance of satisfactory shops and commercial centers. Therefore, the Government intends to act in this area as well. It is assumed that for every 100 families, a shop on the average of 40 square meters is required, and will cost approximately \$20,000 for construction.

III. THE SOCIAL SUPPORT PROGRAM

The communities selected for the "distressed neighborhoods" program all meet the test of severe physical deterioration. But we also understand that it is not just the physical plant of these neighborhoods that requires reconstruction and rehabilitation. These neighborhoods are filled with fine human beings, young and old, who have not had the tools to participate fully in Israeli society.

We do not intend to repeat the error of dealing only with physical problems. Simultaneous with physical reconstruction we are planning to enlarge the opportunities for residents of the 160 neighborhoods in a variety of social skills and resources which are necessary to successfully manage life in modern-day Israel.

At this stage, we have identified a number of specific social supports that we want to introduce or strengthen in these neighborhoods: employment skills training, aggresive job finding, youth employment centers, homework nelper/tutoring programs, services for the aged, meals-on-wheels for the aged and infirm, family counselling, community work, home management and day care services. Obviously, these social supports are related to the overall problems in these neighborhoods with regard to low levels of income, the relative lack of educational achievement, the large percentage of aged, and a broad range of problems associated with family dependency.

In each of our first phase 30 priority communities, we have developed a level of financial commitment for the above social supports (as well as a limited number of other priority services), and a time-table by which these services will be brought to a full level of operation. This community-by-community commitment schedule is linked to the current state of services in each community, as well as factors related to size of the community, severity of problem indicators, and the percentage of the population over 65.

The detailed planning for each of the 30 priority communities has resulted in a fiscal schedule for the first five years of operation. The planned social supports plus the central staff costs necessary to plan and implement these services in 30 communities is reflected in column number 1 below. In column number 2 there is a sum set aside for efforts in education, health, and a variety of additional supportive services necessary to increase the life chances of the residents of these distressed neighborhoods. Thus, the Ministries of Education, Health, and other Ministries which are part of the Deputy Prime Minister's Inter-Ministerial Committee will be deeply involved in the planning and implementation of the distressed neighborhoods program.

		Basic Social Supports	Other Social Services
Year	One	\$3,000,000	\$3,000,000
Year	Two	\$6,000,000	\$5,000,000
Year	Three	\$7,000,000	\$6,000,000
Year	Four	\$7,800,000	\$6,500,000
Year	Five	\$7,800,000	\$6,500,000
	TOTAL:	\$31,600,000	\$27,000,000

The total cost of the social aspects of the program, for the 30 priority communities, over a five year period, as indicated in the above table, is \$58,600,000.

The distressed neighborhoods program will phase in an additional 30 communities each year after the start of the first year program. Thus, using the above model of costs and scheduling, for each of the additional 90 neighborhoods where social programs are to be undertaken, in each of the succeeding years, we have the following financial needs:

		(in \$00	(000,00		
	Year 2	Year 3	Year 4	Year 5	
Second 30 communities	6	11	13	14.3	
Third 30 communities	-	6	11	13	
Fourth 30 communities	, 4-1	205	6	11	
	7 6	17	30	38.3	\$91,300,000

Thus, as indicated in the above table, the cost of phasing in the additional 90 communities over the five years of the program will be \$91.3 million. The total five year cost for the 120 communities having social programs (\$58.6 million for the 30 priority communities plus \$91.3 million to phase in the additional 90 communities) is \$149.9 million. At the end of the first five year period, the completion record of the program will be as follows:

30 priority communities - 5 year program completed the balance of 90 communities - completion ranging from 40 - 80 percent.

Throughout the world we have learned of the powerful alliance that exists between families in trouble, poor housing, unemployment and underemployment, substandard educational opportunities, youth in trouble and poor health. We mean to intervene in each of these areas as they affect the distressed neighborhoods. Thus, in the proposed \$1.2 billion program affecting the lives of thousands of families in 160 neighborhoods, some 12.5 percent of the total cost is being requested for a range of social services and overall project staff for each neighborhood. It is this 12.5 percent which is the linchpin of the program. It is this 12.5 percent for social support which offers some assurance that these families will not only have decent physical living quarters, but the opportunity to lead fulfilling lives within those quarters.

IV. TIMETABLE

The estimated timetable is for the five year plan to begin in 1978, with 30 neighborhoods for physical/social action, and 13 neighborhoods for transfer to another location. The first Table which follows reflects the estimated costs and units for major categories of activity for the 30 priority communities and the 13 relocated communities. We have used the estimated costs for these communities as a way of determining the total costs of the 160 communities program, as indicated in the second Table.

TIMETABLE AND FINANCIAL COMMITMENT SCHEDULE (IN THOUSAND \$)

(Stage A - 30 Neighborhoods and 13 Temporary Settlements)

				Year		
	TOTAL	1	2	3	4	5
A. 30 Neighborhoods						
New Apartments (cost)	118,300	26,250	27,000	31,450	18,600	15,000
(units)	(4,732)	(1,050)	(1,080)	(1,258)	(785)	(600)
2nd Hand Apts. (cost)	35,420	11,100	10,700	8,900	2,320	2,400
(units)	(1,795)	(555)	(535)	(445)	(140)	(120)
Internal - (cost)	3,090	750	910	780	400	250
penovations (units)	(2,575)	(620)	(758)	(650)	(330)	(207)
expansion of (cost)	20,500	4,000	6,100	6,000	3,400	1,000
Apartments (units)	(2,050)	(400)	(610)	(003)	(340)	(100)
External (cost)	11,850	3,000	4,510	3,500	840	-
Renovations (units)	(9,480)	(2,400)	(3,600)	(2,800)	(680)	
Additional (cost)	16,960	400	1,080	4,670	5,660	5,150
Subsidy (units)	(8,480)	(200)	(540)	(2,335)	(2,830)	(2,575)
Public Amenities	36,930	14,000	10,400	8,800	2,230	1,500
Physical Infrastructure	30,700	13,000	10,450	5,500	1,150	600
Compensation	25,450	6,000	6,650	7,400	3,300	2,100
Land Purchase	10,800	1,500	2,200	3,000	2,100	2,000
A. Total	310,000	80,000	80,000	80,000	40,000	30,000
B. 13 Temporary Settlem - Reconstruction	ents 20,000	10,000	10,000	-		-
C. Social Services	58,600	6,000	11,000	13,000	14,300	14,300
TOTAL	388,600	96,000	101,000	93,000	54,300	44,300

^{*} Column 1 represents the detail of the first year effort for which initial support is necessary.

FISCAL COMMITMENT

(in \$Millions)

160 COMMUNITIES - 5 YEARS

						YEAR		
				1	2	3	4	5
Ist	30	communities	- physical	80	80	80	40	30
lst	30	communities	- social/staff	6	11	13	14.3	14.3
lst	13	communities	- neighborhood transfer	10	10	-		-
2nd	30	communities	- physical	ANI	80	80	80	40
2nd	30	communities	- social/staff		6	11	13	14.3
2nd	13	communities	- neighborhood transfer	171-11	10	10	-	-
3rd	30	communities	- physical	0-		80	80	80
3rd	30	communities	- social/staff			6	11	13
3rd	13	communities	- neighborhood transfer		15	10	10	-
中山	30	communities	- physical		3	-7	80	80
4 th	30	communities	- social/staff	15	-	57	6	11
			TOTALS	96	197	290	334.3	282.6

TOTAL	FISCAL	COMMITMENT	1,199.9

The 30 priority communities are as follows	The	30	priority	communities	are	as	follows:
--	-----	----	----------	-------------	-----	----	----------

Neighborhood	City
Shikun Dalet	Tiberias

Jaffa	Dalet	Jaffa-Tel	Aviv

Tel Hanan Nesher
Neve Joseph Haifa
Schunat Alef Eilat

Rambam/Bialik Tirat HaCarmel
Amishav Petah Tikva

Neve Sharrett Tel Aviv

Hatikvah Tel Aviv S — Banit/Memshalti Lod

Neve Zait A Lod

Kaplan/Yosephtal Kfar Saba Migdal Ashkelon

Ramat Eliahu Rishon L'Zion

Neve Eliezer Tel Aviv
Ramat Shikma Ramat Gan
Givat Katznelson Nahariya
Ir Ganim Gimel Jerusalem
Schunat Bet Beersheva

Schunat Gimel Beersheva
Old City Ramla
Amidar Or Yehuda

Kibbutz Galiut Kiryat Malachi

Katamon Tet and Chet Jerusalem Morasha Jerusalem

Mirkaz HaYishu Yahud Schunat HaHolot Yavne Maabara Bat Yam

Neve Israel Herzlia
Jesse Cohen Holon

The 13 maabarot scheduled for the first stage relocation are as follows:

Beer Yaakov

Hoter Maabara

Rosh HaAyin

Maabara

Netanya

Maabara Shvut Am

Bnai Brak

Maabara Pardess Katz

Or Yehuda

Maabara Sakia

Even Yehuda

Maabara

Kiryat Haim

Maabara

Hertzlia

Maabara Nof Yam

Pardesia

Maabara

Hatzor

Asbestim

Kiryat Shmona

Maabara

Haifa

Maabara Mishmar HaYam

Or Akiva

Maabara

The detailed cost figures for the 30 priority communities will be available community-by-community for those coming to Jerusalem at the end of January to consider this program. The costs of relocating the 13 maabarot are computed on the basis of \$1,500,000 per unit as indicated in the preliminary planning for Bat Yam.

V. A CLOSING NOTE

The materials in this report were not produced overnight. They owe a great deal to earlier proposals by the Ministry of Construction and Housing and the new social program concept detailed by the Ministry of Labour and Social Affairs. But equally important, the proposal is based upon years of experience in these distressed neighborhoods. This proposal offers the opportunity to move ahead and try to solve a concentration of physical and social problems which have plagued the inhabitants of these neighborhoods.

There is a caution that we must underline for readers. The timing and financial commitment schedules have a fixed look. However, all plans must be subject to change when they meet day to day realities. In this case, the flexibility of our planning, and the likelihood of their change, is predictable. We expect that these plans will change as neighborhood residents understand that important action is contemplated, and that they will have a role in influencing that action.

Lastly, the reader of this report must be aware that there is already being expended in these distressed neighborhoods large sums of money by the Government of Israel and by the Jewish Agency. These efforts will be maintained. What is now being requested is an "over-and-above" program so that we may deal with the core of the physical and social problems affecting these neighborhoods. We must, of course, continue to learn more about the communities that we plan to act in, and this learning process will continue. However, at this point, our primary need is the promise of the representatives of world Jewry that they will try to give us the financial tools to go to work with.



January 17, 1978

United Jewish Appeal

LEGNARO R. STRELITZ

CORDON TACKS

Accounts Vice Chairma Chairman of the Board, tarest Education Fund ALEXANDER GRASS

INVING BERNSTEIN

MELVIN QUEINSKY, UIA DONALD M. ROBINSON, JOC

Israel Education Fund SERT RABINOWITZ

HERSCHEL W. BLUMBERG IOSL & BRETLAU RICHARD N. GOLDMAN JEROLO-C. HOFFBERGER BEN ZION LEUCHTER MORRIS L LEVINSON NORMAN H. LIPOFF SAMUEL H. MILLER ROBERT RUSSELL HERRERT L SOLOMON

MARILYN FROWN PESGY STEINE

IAMES L. WEINBERG

NEEL A. COOPER

JANE SHERMAN

IOSEPH H. LOOKSTEIN

WICHAEL L WALZER

ROBERT L ADLEN SAMUEL I. ADLER FRANK BECKERMAN DONALD H. BENJAMIN CHARLES E. BLOOM, IR. CON H. BRACHMAN WILLIAM BRYEN VICTOR M. CARTER ARON CHILEWICH JESSE 1. COHEN SYLVAN M. COHEN ROBERT O. COPPLAND JEROME I. DICK EROME P. EPSTEIN SIDNEY FELDMAN CHESTER L. FIRESTEIN MARTIN PRIDOVICH HERBERT L GARON FON GERRER SILLY S. GOLDBERG EWIN H. GOLDENBERG MARSHALL I. GOLDHAN BARNEY I. GOTTSTEIN SHELDON R. GUREN SANFORD L HOLLANDER WELVIN COTES CRARGE KAHEMAN

BURTON I, HOFFMAN

WILLIAM LEYINE

WILLIAM H, LIPPY

OREY LIPTON

FRAEST W. MICHEL

ROBERT E LOUP

SIONEY LANSBURGH, IR

NORMAN B. LEVENTHAL SERNARD & LEVIN

1290 AVENUE OF THE AMERICAS 🗆 NEW YORK, N.Y. 10019 🗆 TELEPHONE: (212) PLAZA 7-1500 🗆 CABLE ADDRESS: UJAPPEAL, NEW YORK

June 22, 1978

Dear Speaker:

The enclosed materials describing "Project Renewal", a vital new special fund campaign, is being sent to you for both your information and your use.

At the recent Quarterly Meeting of the CJF held in Washington, D.C., a resolution was passed by the Assembly which unequivocably endorsed "Project Renewal", accepted a \$120 million commitment for the first phase of the project, and called for concrete actions for the realization of this goal.

The materials enclosed with this letter should give you a preliminary insight into the project. Although certain details enumerated may ultimately vary from the actual final form of the project, nevertheless, these projections and information represent the latest thinking on the program and will remain substantially accurate. As updated or more comprehensive material becomes available, we shall forward it to you.

Regards and shalom.

Sincerely.

Seymour Lesser

Director,

Speakers Bureau

SL: IM Enclosure 78-500-29

> This Year in Jerusalem-Every Year in Jerusalem

FRANK R. LAUTENBERG

SYLVIA HASSENFELD

WAX M. FISHER FOWARD GINSBERG WILLIAM ROSENWALD PAUL ZUCKERMAN

ALBERT B. ADELMAN ITADORE RRETLAN GERALD S. COLBURN SIDNEY M. EDELSTEIN ACOR FELDIN LAURENCE M. FRANK CHARLES GINSBERG, JR. BRAM GOLDSMITH IGSEPH H. KANTET RVING S. NORRY ALBERT PARKER SAMUEL BURIN LAWRENCE SCHACHT BENJAMIN H. SWIG PHILIP ZINMAN

LUDWIG JESSELSON

RALPH I. GOLDMAN IRVING RESSLER

Assecteds Executive View Charman MARTIN PEPPERCORN

MELVYN H. BLOOM EVE WEISS

MARC TABATCHNIK

CHAIM VINITSKY

MORRIS NOVACE RAYMOND G. PERELMAN MARVIN A. POMERANTZ HERTRAM & PAPOWITZ MITCHELL RASANSKY GARY P. RATNER MORRIS ROOMAN JACK J. ROLAND H. PAUL POSENBERG MALCOLM M. ROSENBERG STANLEY W. ROSENMAANZ SAM ROTHBERG RONALD AUBIN & ALAN BUCY CHARLES RUTENBERG MAURICE H. SALTZWAN MRS BERNARD SCHAFNEN HERBERT H. SCHIFF ROBERT MAX SCHRAYER PETER L. SCOTT ALBERT G. SEGAL WALTER S. SECALOFF NORMAN SEIDEN ARANT H. SHERMAN LEDNARD H. SHERMAN WILLEL E SILVERMAN PAUL D. SLATER PHILLIP STOLIMAN SAMUEL N. STROUM SYDNEY SDESMAN LOUIS I TARATOOT

IGEL D. TAUBER HERBERT TENZER

LAURENCE A. TISCH

MARREN M. TOLTZ

BAINER WINIK

BERNARD WEINDRUCK

The Jewish Federation-Council of Greater Los Angeles is concerned most earnestly with the quality of life of Jews here, in our community of Los Angeles, across the United States, and in Israel. We are particularly concerned with the needs of 300,000 deprived people in Israel. That concern can be responded to by a call for a consolidated program to provide a coordinated network of housing, community facilities and social services. It is estimated that the first phase cost of this multi-year Project Renewal will be an additional \$120 million from North American Jews.

To fulfill our share, the Los Angeles Jewish Federation-Council accepts the responsibility to participate in this important unparalleled endeavor that will finally assure every one of us and every one of our people in Israel the right and the possibility to achieve the basic requirements of life.

We, therefore, pledge to join with Jews around the free world in the extraordinary effort to provide maximum giving, not only for the important needs represented by the annual United Jewish Welfare Fund campaign for services here and abroad, but also for plus giving on a second line to demonstrate to the world that as Jews we respond not only to war, but to those human needs as illustrated by the deprived people in Israel. We commend the spirit, the thrust and the objectives of Project Renewal.

1979 CAMPAIGN

Our Jewish Federation leaders, in cooperation with UJA leaders, assembled in Washington, D.C., have considered most earnestly the requirements of Jewish renewal here, overseas, and in Israel.

It is urgent that the quality of Jewish life be enhanced. The needs and our response will affect the entire future of all our people.

It is time for Jewish renewal. It is time that cannot wait.

The needs call for new comprehensive actions to provide a coordinated network of housing, community facilities, and social support services for 300,000 deprived people in Israel at a first phase cost of an additional \$120 million from North American Jews.

At home, the needs require parallel comprehensive services by our network of federated agencies.

Action to achieve Jewish renewal can become a reality only by Jewish renewal in giving. New levels of campaign achievement are imperative for 1979.

To achieve those levels, a national design subject to local adaptations, calls for:

- Every contributor to increase his or her gift to provide for Jewish renewal here at home, overseas, and in Israel.
- 2) Selected contributors to make capital gifts through the Israel Education Fund payable up to five years, for community facilities indispensable to Israel.

A factor crucial to providing the resources for Jewish renewal will be the example of leadership gifts. We urge national and local actions to obtain such gifts as quickly as possible.

The U.S. communities will meet with the UJA, and the Canadian communities will meet with the U.I.A., to determine the amount each community will accept as its responsibility to the \$120 million needed for the first phase, and the method by which each community will fulfill its commitment.

COUNCIL OF JEWISH FEDERATIONS

BACKGROUND FACTS FOR MEETING TO PLAN 1979 CAMPAIGN

Friday, June 16 -- 2:00-4:15 P.M.
South American Room - Capital Hilton Hotel

AMERICAN JEWISH

For your background information before coming to the meeting, enclosed are brief answers to questions which have been asked regarding proposals for the 1979 Campaign, which we will consider at our session on June 16.

The basic facts will be presented by:

Leon Dulzin, Chairman of the Executive Jewish Agency For Israel

Peggy Tishman, Chairman, CJF Community Planning Committee

Irwin Field, General Chairman UJA

There will be a full opportunity for your questions and discussion.

JEROLD C. HOFFBERGER

PROPOSALS TO BE CONSIDERED AT CJF QUARTERLY MEETING

1979 CAMPAIGN

QUESTIONS AND ANSWERS

QUESTION: What is the proposed theme?

ANSWER: "JEWISH RENEWAL -- AT HOME AND ABROAD"

OUESTION: What does this mean at home?

ANSWER: It means a new dimension of campaign totals, with new and additional resources, to overcome our grievous Jewish problems and to advance the quality of Jewish life in

problems and to advance the quality of Jewish life in our communities; to build understanding and commitment of our youth; to provide new and improved services for the quality of Jewish education; resettle the increasing numbers of Soviet Jewish refugees; rebuild Jewish family life, taking account of the large numbers of single-parent families and other problems; provide reorganized community services to the growing numbers of aged; to carry forward neighborhood renewal; and meet the myriad numbers and variety of other community needs

that press upon Federations.

Each community Federation is defining its needs and programs and goals for these purposes, with national inter-change and planning through CJF.

QUESTION: What does this mean in Israel?

ANSWER: Beyond the massive programs under way, a special goal now is the eradication of 160 neighborhood pockets of Jewish deprivation, slums and poverty. Because of the newness of this program and the special character of it, these questions and answers will focus particularly on it.

The program will be for 45,000 under-privileged families.

More than 300,000 people.

QUESTION: What will it cost?

ANSWER: The total cost will be \$1,200,000,000.

QUESTION: How will this be met?

ANSWER: It will be met by a partnership of the Jews of the Diaspora

and the Jews of Israel. Each will meet one-half of the

cost.

QUESTION: What will the American share be?

ANSWER: The Jews of the United States will be expected to meet two-

thirds of the Diaspora share -- \$400 million of the \$600 million. The Jews of Canada will meet their share of the \$200 million to be provided by the Jews of other countries.

QUESTION: What are the initial targets?

ANSWER: The initial target for the United States Jews will be \$120

million for the first 3 years.

QUESTION: How does this relate to ongoing support for needs in Israel

through UJA?

ANSWER: The support for the new comprehensive programs must be pro-

vided in addition to the support for the ongoing programs. More immigrants are coming to Israel from the Soviet Union and other countries. The needs of Jews outside of these neighborhoods must be met. The costs of Youth Aliyah, of higher education, other special education, rural settlement.

and other critical responsibilities must not suffer.

QUESTION: Who will be responsible for the expenditure of our contri-

buted funds?

ANSWER: The funds will go to UJA, to the United Israel Appeal, and then to the Jewish Agency, which will be fully responsible for the use of the funds. A number of American and Cana-

for the use of the funds. A number of American and Canadian community Federation leaders are on the governing

bodies of the Jewish Agency.

The Jewish Agency will be fully responsible for the control and use of these funds. It will also be responsible for monitoring and reporting regularly on the progress of the

entire program.

If a community already has a second line for the Israel OUESTION:

Emergency Fund, how can it handle the new special fund?

Only about 25 communities still have a second line for ANSWER:

the Israel Emergency Fund. It is expected that most of them would incorporate the previous second-line gifts into the basic regular fund, as the great major-

ity of cities already have done.

OUESTION: Would each community have a quota for the new programs?

The proposal is to ask each community to accept a specific ANSWER:

goal as its share.

Has there been any precedent with a special fund not re-OUESTION:

lated to a war emergency?

Yes, there was successful experience with a special fund ANSWER:

in 1956-57.

How can we assure that the giving will be proportionate to the increased needs both at home and abroad? QUESTION:

ANSWER: This is projected as a total "Jewish Renewal" effort. Each

solicitor will be instructed to approach every prospect for increased gifts for renewal both at home and abroad. All of the efforts to build community understanding of the required total response would try to make that clear.

Will Israel Bonds be part of this program? QUESTION:

We have been informed by Israel officials that this new ANSWER:

> program will not be part of the Israel Bond efforts. American support will be needed from free contributed

dollars.

QUESTION: Has there been an experience regarding the response?

ANSWER: The Jews of other countries have already undertaken fund-

> raising for this purpose. There have been extraordinary gifts of \$1 million or more in response, as well as other

substantial increases.

NOTES ON EXECUTIVE STAFF MEETING

SEPTEMBER 6, 1978

Irving Bernstein introduced Meno Millo, Program Director of the UJA Missions Office in Israel — University Programs Department field representatives Naomi Brodkin, Julie Epstein, Ted Fireman and Stacie Sandler — and Louis Warren, new Public Relations staff member responsible for audio-visual production.

Martin Peppercorn reported these <u>Prime Minister's Mission</u> results: \$18,220,650 pledged for the 1979 regular campaign compared to \$14,875,000 for 1979, and announced contributions to <u>Project Renewal</u> amounting to \$11,951,130. These gratifying results were achieved by concerted leadership of National Officers, Regional Chairmen and efforts of the American and Israeli staffs led by Martin Peppercorn and Chaim Vinitsky.

Mr. Bernstein noted that the success of the Mission was in large part due to the standard set by National Chairman Irwin Field by his own efforts, spiritual tone, composure and the creation of an atmosphere with opportunity both to work hard together and to express dissent. Mr. Bernstein added that the evidence offered by the Mission of what our staff and organization can accomplish proves that we can take on and meet whatever difficult challenges face Israel and our communities. We can and must perform similarly in everything that we do. He quoted the statement of one participant who in announcing his gift at the Knesset said: "In terms of Renewal we could not save our fellow Jews from death, but we can save them from despair."

Mr. Peppercorn, a participant in all Prime Minister's Missions to date, said that in his view this was the best trip of its kind, that the staff never worked together better and the publicity material produced was well timed and of excellent quality. Other comments of staff participants included:

Mary Myerson -- It was most impressive to witness participants at the Knesset reversing previously indicated positions and giving to Project Renewal; inspiring enthusiasm proved a two-way process between staff and contributors. Melvyn Bloom -- Reactions to visits to Renewal neighborhoods showed us what is involved in exposing people to this experience and the kinds of questions it raises. Joel Friedman -- The experience further emphasized presentation of Renewal must be in terms of people. Maurice Cerier -- The solicitation process was unusual because of the readiness of participants to talk about gifts, with many volunteering further information on their backgrounds. Howard Turchin -- Participants stayed until the end of every meeting and lingered afterwards; there was unusual rapport between them and staff. Jeffrey Hodes --Large gifts were forthcoming despite lack of a really coherent presentation of dynamics of Project Renewal; the challenge of providing such a presentation remains. David Hersch -- The Canadians on his bus, making gifts even larger than Americans, indicated the international consensus for Renewal; this Mission demonstrated the importance of our entire Overseas Program for Project Renewal.

Attached is a 1979 campaign calendar of national, regional and divisional events from September to December through which the momentum produced by the Prime Minister's Mission will be pursued. Mr. Bernstein noted that, in addition to this campaign program, a UJA Board of Directors meeting was scheduled for Thursday night, September 7, and that the September 6-10 CJF Quarterly meeting would include a session of the CJF-UJA Liaison Committee on Thursday and on Friday meetings of Executive and Campaign Directors and of the Campaign Services Group on Renewal. He added that staff members who believed their attendance at the CJF General Assembly in San Francisco in November would be of value must make requests to participate through their Department Heads for his approval.

Attention was called to the fact that between now and the end of December at least 77 communities will be represented on missions encompassing over 3,000 participants, and that the theme of all missions as well as our meetings must and will be "1979 -- A Year of Renewal". With reference to the President's Mission, Mr. Bernstein pointed out that recent contacts with His Excellency Yitzhak Navon indicated he would want to -- and should -- be involved in developing the Mission.

Mr. Bernstein then pointed out that Prime Minister Menachem Begin has accepted Irwin Field's invitation and agreed to be the speaker at the Saturday night banquet of the <u>UJA Annual Conference</u> in December — and that efforts were now required on a "crash basis" to develop programs for Thursday, Friday and Saturday commensurate to the significance of the UJA's 40th Annivesary and the Prime Minister's participation. He noted that Mr. Field especially desired the program to include a training and dialogue session. Guy de Rothschild will be the speaker at the National Leadership Dinner on Thursday night, Jewish Agency Treasurer Akiva Levinsky would be a conference participant, an appropriate person to deliver the Louis A. Pincus Lecture was still being sought, and Mr. Miron with Rabbi Melvin Libman was trying to develop an unusual program for Friday night Shabbat.

Mr. Bernstein then appointed a pro tem staff task force to devote most of their working time to Conference planning, including Mrs. Weiss as Chairman along with Mr. Miron and Stephan Schiffman. Development of plans will be made in consultation with Mr. Lesser. It was stressed that all UJA departments and divisions must begin immediately to promote the Conference with their constituencies, and Mr. Levine was asked to review again with Mr. Bernstein "shells" for the Conference invitation so that they could decide together in the next few days on an announcement to be mailed the following week.

The Executive Staff was asked to continue to submit ideas for the Conference, and Mr. Bloom was requested to obtain proposals from the Campaign Staff. The following suggestions were made at this meeting:

Mr. Tabatchnik said that Professor Michael Walzer proposed to him a symposium on the UJA -- 1949-1979-and-Tomorrow, with references to the United States, Israel and the Soviet Union (Mr. Tabatchnik was asked to ascertain the Faculty Advisory Cabinet members who would be available for the symposium panel on Friday afternoon). Mr. Cerier -- He would

1979 CAMPAIGN CALENDAR -- SEPTEMBER - DECEMBER, 1978

1978

Sept. 17	Tri-State Conference
Sept. 17	Mid-Atlantic Sub-Regional Conference
Sept. 18	Regions VI and VIII (West Central and Western) - Chairmen's Seminar
Sept. 19	Ambassador's Meeting - Ambassador's Home: New York City (\$50,000 and Over)
Sept. 20-24	Young Leadership Cabinet Seminar
Sept. 22-24	Region II (Mid-Atlantic) - Conference
Sept. 23-24	Region I (Northeast) - Major Gifts Dinner and Campaign Leadership Forum
Sept. 25-26	Officers Meeting with Regional Chairmen
Sept. 27-28	Women's Division Northeast Regional Conference
Oct. 13-15	Region IV (Florida) - Conference
Oct. 13-15	Region V (East Central) - Conference
Oct. 18	Officers Meeting
Oct. 18 & 25	New York/New England \$5000 Minimum Women's Division Luncheons
Oct. 19-22	Young Women's Leadership Cabinet Seminar
Oct. 29-Nov. 3	President's Mission (\$10,000 and Over)
Nov. 8	Officers Meeting with Regional Chairmen
Week of Nov. 20	Southwest Major Gifts Dinner
Nov. 27-29	International Meeting - Paris (\$250,000 and Over)
Dec. 7	Officers Meeting
Dec. 7	Leadership Dinner - New York City
Dec. 8-10	UJA Annual Conference

FOR YOUR INFORMATION

HIGHLIGHTS OF RECENT NEWS AND EVENTS

CAMPAIGN 1979 A YEAR OF RENEWAL

PRIME MINISTER'S MISSION

Three hundred men and women representing 70 communities in the United States and Canada pledged the largest amount ever announced in the Knesset by any mission -- \$18,200,000 for the 1979 regular campaign -- a 22 percent increase over comparable giving in 1978 -- plus \$12,000,000 for Project Renewal.

american jewish

"Mr. Prime Minister, there was a time my father's and grandfather's generations were not able to save their fellow Jews from death, but with this project, my generation can save our fellow Jews from despair."

> Michael L. Maduff Chicago

PROJECT RENEWAL

Project Renewal -- a bold and daring concept of special significance for Jewish leaders for it demands new ideas, imaginative approaches, innovative planning and is a challenge to leadership to become personally and directly involved in Israel.

Anyone can lead a campaign when war is threatened and Jewish lives may be lost. The test facing us in the days ahead is our ability to be leaders during the pursuit of peace -- to be leaders in a campaign for the renewal of life.

"I am not asking people to give their money away, but to invest it in their own future. Giving to Project Renewal and to our own Jewish communities gives our lives dignity and pride, a feeling that we are part of a people."

> Irwin S. Field UJA National Chairman

* * *

"Each time there has been a crisis in Jewish life, we have gained strength when we had the courage to reach out and touch the future. Project Renewal is such a challenge. It is Jewish renewal. An unprecedented opportunity to bring 200,000 children representing 20 percent of Israel's children back into the main-stream of society."

Max M. Fisher Chairman, Board of Governors of the Jewish Agency

COMMUNITY TO COMMUNITY

Over 100 communities have already accepted Project Renewal in the United States, Canada, England, France, Switzerland, Mexico and South Africa with direct relationships in Israel as follows:

COMMUNITY AMERICAN	RENEWAL NEIGHBORHOOD								
Los Angeles	Musrara, Jerusalem								
New York	Schunat Hatikvah, Tel Aviv								
Baltimore	Ir Ganim, Jerusalem								
San Francisco	Tel Hanan, Haifa								
Boston	Neve Yisrael, Herzliya								
Metropolitan New Jersey	Ramat Eliyahu, Rishon L'Zion								
Denver	Banit, Lod								
Chicago	Amishav, Petach Tikvah								
Philadelphia	Ramat Shikma, Ramat Gan								
Hollywood, Florida	Kaplan-Yosepthal, Kfar Saba								
San Diego	Kibbutz Galuyot, Kiryat Malachi								
Allentown	Tiberias								

FROM REMEMBRANCE TO RENEWAL

More than 150 women leaders from the United States and ten other countries, led by National Women's Division Co-Chairmen Marilyn Brown and Peggy Steine, began an international women's conference in Amsterdam where they studied the impact of the Holocaust on the Dutch community and then journeyed to Israel for an in-depth study of Project Renewal, having accepted a goal of \$50,000,000 for the social services in Israeli neighborhoods.

JERUSALEM INSTITUTE FOR FEDERAL STUDIES . CENTER FOR JEWISH COMMUNITY STUDIES

Daniel J. Elazar, Editor and Publisher . David Clayman, Executive Editor

ISSN: 0334-4096

VP#14: 19 Adar I 5741/February 23, 1981

PROJECT RENEWAL: DRAWING SWEET FROM BITTER

Daniel J. Elazar

By now all those involved in it are aware of the contradictions inherent in Project Renewal as it was inaugurated and as it is unfolding. This is particularly true of Project Renewal in Jerusalem where special problems have plagued it from the beginning. On the other hand, the record in other communities may indeed be somewhat better. I say "may be" because the results of those accomplishments still remain to be determined. Are the improvements really improvements? Are they improving the lot of the people toward whom they are targeted?

Those answers will not be available to us for some time yet, but it is already possible to learn something from the Project Renewal experience in both its negative and positive aspects, and to note how that experience is already transforming Israel-Diaspora relationships and could be used as a jumping off point for internal change in Israel as well.

First the negatives - at the simplest level Project Renewal is an illustration of how failures in conception lead to failures in practice. Israel is notably backward when it comes to efforts to properly conceptualize problems of this kind; the tendency is to rush in and start something on the assumption that this will work out-only, as we have seen in the past thirty years, often they do not. Not that this is an exclusively Israeli weakness by any means; people the world over find it easier to act on preconceptions than to work at formulating proper conceptions, and politicians always have an extra reason for doing so when it comes to activities within the sphere they influence. Nor do those who advocate conventional "planning" as a means of gaining salvation have much in the way of achievement to recommend them.

Still, some thinking can be done to understand what the problem is before trying to devise solutions and to contemplate the implications proposed before exerting all the political pressure that can be mobilized to gain endorsement of them. None of this was done in the case of Project Renewal. According to all the accounts, it seems that the Prime Minister wanted to do something big for a major segment of his constituency, chose a program which sounded good at first hearing, forcefully sold it to the Diaspora leadership who in this case were wiser than he and tried to stop matters before they began (especially those who remembered the two earlier equivalents of Project Renewal of two decades ago and how they failed).

In the end the Prime Minister had his way. The project was adopted as a Jewish national goal and, despite the talk that this time it was going to be different, went into the field with most of the same preconceptions about what is needed to

The opinions expressed by authors of Viewpoints do not necessarily reflect those of the Jerusalem Center.

Subscriptions: \$25 per year Copyright. All rights reserved.

rescue the country's urban poor that have failed before in Israel, not to speak of other failures worldwide. So, for example, a strong commitment was made that the project would not be devoted to building housing but to providing the social infrastructure for the renewal of the people of the neighborhoods. In fact, it was soon discovered that in some places housing was what was needed in the form of modest additions to existing units or new low rise structures that could accommodate large families without creating new high rise slums, not the kind of housing that is provided by the Housing Ministry, which totally ignores the human needs of families with children for easy access to the outdoors, and usable play space.

On the other hand, it was decided that the first step in providing social services was to build buildings to house them (rather than renting existing structures or apartments as is the case even in middle class neighborhoods) thus renewing the cycle of putting money into buildings rather than programs, which not only means less money available for programs, but long delays before they can be implemented while the buildings are awaiting construction. This, despite clear evidence that community centers built earlier to help the same neighborhoods have gone the way of community centers elsewhere: the larger and fancier they are, the more they tend to attract a middle class clientele (or if they are so located that they cannot do so, stand empty) frightening away the very people whom they are designed to serve.

The really successful centers are those housed in presumably inadequate facilities, but which fit into the environment and hence are not threatening. If their programs are good, people will come to them. No effort was made to apply that lesson in Project Renewal because it would be difficult to sell such installations to a government or to donors who require the symbols of success even more than the success itself.

Even where better ideas prevailed, the bureaucratic problems endemic to Israel have succeeded in frustrating their execution, either completely or substantially. The project was launched with great fanfare as the first such effort that would overcome the usual Israeli red tape, would focus on local, indeed neighborhood, roles in decision-making, and so on and so forth. However, we were tipped off to the truth in June 1978 at the very first Jewish Agency Assembly at which the project was discussed. Yigael Yadin, already the government minister designated to be in charge, indicated publicly that it was really not possible to trust the locals to do the right thing. Hence, even the decisions they would be allowed to make would then be reviewed and reviewed and reviewed by higher (and presumably more competent) authority. As a result, every nail now needs to go through committee after committee before it is approved. The same centralization prevails as before only with a somewhat more benevolent attitude towards local initiatives. And that is the response from the ranks of those who want to be cooperative. What about the State Lands Authority, which apparently does not, or the various ministries who feel their prerogatives being jeopardized by the project and react accordingly?

Project Renewal should teach us all two things. First of all, that there is far greater local and even neighborhood capability than anyone has allowed for in this country; capability which has developed despite the centralistic tendencies so prevalent here, and which should be released, even at the price of some mistakes. (Listen to the counter-argument: "You can't trust the locals because they make mistakes." Unlike the central government of the State of Israel, which never makes any mistakes, and has a blemish-free record.)

Unfortunately the other lesson is that the only way that this will ever happen is if there are constitutional barriers to eliminate the kind of centralization that exists and its concomitant bureaucratization. Project Renewal teaches us once again, and in perhaps even sharper form, how the lack of a constitution makes a real difference. Since there are no constitutional barriers with which to contend, even

people of goodwill act against their announced principles. Power has a tendency of getting away from itself and people are extremely reluctant to surrender any power that they might have, especially if they are going to be held responsible for its exercise whether or not they should be. Unless they simply are denied the power in the first place through the existence of an appropriate constitutional framework, there is no hope—not now, not tomorrow, not with a different government, not with a different set of ministers or officials—that the situation will change. This is especially true in Israel, where everything about the political culture which dominates the central government is centralist, bureaucratic, and power-hungry.

Of course, all students of political affairs know that constitutions are not enough, that what a constitution can do is to establish the basis for division of power and restraints on its exercise. In the last analysis, power has to somehow be divided and balanced in practical terms. Project Renewal teaches us something about this as well. In those communities where there has been progress at all it is because powerful diaspora communities have intervened to push matters along. Ashkelon and Nesher are cases in point. From the first, British Jewry and the San Francisco Jewish community refused to follow the lead of the Jewish establishment, but intervened directly, appointing and maintaining their own representatives locally to be involved and to keep their communities involved -- the planning and execution of the project in "their" communities. That has made the difference. Because these are two factors outside of Israel that cannot be controlled by Israeli power-holders, the way the Jewish Agency is controlled, in the last analysis through coalition politics and party ties, they have had a real impact. Not that relations between the local diaspora community representatives and the Israeli authorities have been hostile. Quite to the contrary, after some initial coolness, strong, close and good cooperative arrangements have been established between them and the Israeli authorities. But the strength of those relationships derives precisely from the fact that the former have independent sources of authority.

Other diaspora communities are now beginning to learn from these two, and are appointing representatives of their own, with the anticipated good results. To date, twelve have done so. In such cases it is not too late to make the difference in the success or failure of the project.

What this suggests is that what is needed is even more power balancing, more independent centers of power which can act in tandem with one another. These diaspora representatives must be independent of the Jewish Agency as well as the Israeli government, even though the Jewish Agency does represent the diaspora as a whole. Let there be no mistake; in this project the Jewish Agency from the first was on the side of the angels. Its leadership had a better understanding than any other of what needed to be done and how. (Again preconceptions abroad among the press and public have led to criticisms of the Agency because it simply was assumed that it was they who were at fault.) The problem with the Agency is that it is simply not sufficiently independent within the Israeli political constellation to break through the barriers imposed by the Israel system, nor can we expect it to be as long as the constellation remains the same--again, not now, not tomorrow, and not in the future.

Must we draw from this the obvious conclusions? Yes, we must. Israel desperately needs constitutional reform, including the elimination of the principle of the Knesset (meaning the government) as sovereign, as being able to do whatever it pleases. No human body should be sovereign in that way. Rather, there should be some constitutional basis for limiting and distributing powers, a basis established by the citizens of Israel and changeable only through a process that is not subject to the whims of one of the instrumentalities it establishes.

Beyond the constitutional question, the power question must also be dealt with through fundamental reforms. In part, Project Renewal has already started a process of involving the diaspora in internal Israeli affairs that cannot be reversed as long as Israel wishes to maintain relations with the diaspora as it is now constituted. In the process, Jewish leadership in the diaspora has learned too much. They have begun to get down deep into Israel and not simply been floated from minister to minister, general to general, and air base to air base.

Once started, this process acquires a momentum of its own. Moreover, it definitely has its benefits. It brings some additional power to the otherwise powerless. (Nothing is worse than being made powerless by those who claim their power by virtue of being your representatives. That is truly alienating.) Second, it creates real bonds among Jews, human bonds that can only become deeper.

Both of these consequences are good for the Jewish people and for the State of Israel. But they represent only the first step. The Jewish Agency must be freed from its present political shackles. No one need have any illusions regarding the Agency and its capabilities, but neither should anyone underestimate its potential. Moreover, were the Jewish Agency not to exist it would have to be invented. As an instrumentality it is needed as an institutional point of linkage where representatives of Israeli and diaspora Jewry come together for common Jewish purposes.

The weaknesses of the Agency are not inherent in its structure but are the result of the way in which Israel's political parties have dominated it for their own political purposes and made it much less than it could be. In the days when mamlachtiyut (Hebrew for etatism) was the desired goal, there was some ideological justification for this. But just as we have learned that mamlachtiyut is no more to be desired than etatism is in other spheres, we must learn that lesson and apply it to the relationships between the government of Israel, the parties, and the Agency.

Building a more independent Jewish Agency, one which has learned from the experience of Project Renewal, we could gain another unanticipated benefit, namely the creation of a civic life in Israel. Little need be said about the richness of Israel's political life, if not always its quality. Nor does Israel suffer from lack of means for people to live private lives well. Even with all the economic troubles, those means have been increasing year by year since the establishment of the State. What is missing, however, is the third leg of the stool, a civic life, a way to live in a public-spirited manner that goes beyond privatization without being involved in partisan politics.

The great success of the Anglo-American democracies has always rested upon the quality of the civic life around them-and let no one dismiss their success-not when we look around and see tens of thousands of Israelis rushing to enjoy its American version-and not only as exploiters, but also as active participants. Something is apparently missing in Israel that goes beyond the question of apartments, automobiles and careers, important as they are. Civic life exists in the United States because the civil society is structured to encourage it. There are institutions, and beyond that there is an environment in which no one tries to politicize everything and governmentalize almost everything.

Part of the transformation of the Jewish Agency could be its transformation into an instrument to advance the civic goals of the Jewish people, as distinct from their political ones. This, along with the neighborhood instrumentalities that are being created in at least some Project Renewal communities and other elements which still have to be created or fostered, could add that other dimension to the Israeli scene.



Northeast Region United Jewish Appeal 1290 Avenue of the Americas New York NY 10104 (212)757-1500

August 5, 1981

Chairman Bernard M. Waldman Co-Chairmen Alan Ades Joel B. Sherman Director

Milton A. Shorr

Campaign Cabinet
Connecticut
Arthur W. Feinstein
Sidney Horton
Marvin Lender
Michael P. Price
Dr. Charles H. Rosenberg
Robert J. Schreiber
Herbert D. Setlow
Dr. Norman J. Weinberger
Beryl B. Weinstein
Ben Wunsch
William Zales
Maine
L. Joel Abromson
George Singal

Manne
L Joel Abromson
George Singal
Jerry L Williams
Massachusetts
Maurice M. Cohen
Harold N. Cotton
William Foggle
Lester Gilson
Herbert Goldberg
Joel A. Leavitt
Michael D. Leavitt
Michael D. Leavitt
Michael D. Leavitt
Albert I. Levine
Alan Lipton
Mitchell J. Marcus
Bertram Paley
Bernard L. Pemstein
Eugene J. Ribakoff
Harold M. Rosen
Sherman H. Starr
Franklin Weiss
Benjamin B. Winer
New Hampshire
Gary P. Wallin
New York
Dr. Lester P. Eidelhoch

Harold S. Feinbloom

Dr. Bernard Friedson
Jerome R. Gerber
Nell Golub
Max Jacobs
Richard E. Koffman
Sara Koffman
William B. Konar
William B. Konar
William B. Konar
William B. Konar
Moswasky
Elliot Landsman
Molly Liebman
Robert J. Ludwig
Helen G. Pierson
Mark A. Rabin
Joseph Roth
Dr. Albert Rothman
Samuel J. Semel
Dorene Shapiro
Sanford B. Sheber
Irving M. Shuman
Herman M. Ungerman
Rhode Island
Max Alperin
Marvin S. Holland
Harold Leavitt
Robert A. Riesman
Charles Samdperil
Women's Division Chal
Judy Slater

caaries Samdperil
Women's Division Chairman
Judy Slater
Young Leadership Chairmen
Mark B. Chasin
Dr. Robert M. Feingold
Young Women's Leadership Chairman
Deanne Stone
Rabbinic Cabinet Co-Chairmen
Rabbi Stanley M. Kessler
Rabbi Leon Waldman

Rabbi Leon Waldman Student Advisory Board Chairman Harriet Rosenberg

MEMORANDUM

To: Campaign Chairmen, Federation Presidents

Executive Directors, Campaign Directors

From: Milton A. Shorr

Subject: KIRYAT MOSHE -- PROJECT RENEWAL

Over the last three years we have suggested that your community link with the Project Renewal neighborhood of Kiryat Moshe. This community has been designated a part of the Project Renewal program, desperately in need of a physical and social rehabilitation. Enclosed please find the proposed budget of expenditures for the period of July 1, 1981 through June 30, 1982.

Regards.

MAS/rrm Encl.

	PROJE RENEW	CT AL
REHOVOT - KIRYAT MOSHE NEIGHBORH	OOD RECTO _T//:	12
TOTAL: IS.9,157,340 - \$763,10		
	HAT	
(2.332)	<u>15.</u>	7
General Information Activities	5 60,000	5,000
- Neighborhood Newspaper	60,000	5,000
Existing Pre-Kindergartens	350,000	29,166
- Rental of Renovated Kindergartens (3)	350,000	29,166
Early Childhood Afternoon Day Center	605,360	50,446
- Rental of Renovated Building	20,000	1,666
- Maintenance	36,000	3,000
- Meal's - Kindergarten Teachers (3)	54,000 495,000	4,500 41,250
Childhood Development	50,300	4,191
- Equipment & Toys - Operation of Playroom - Maintenance & Insurance	20,000 30,000 300	1,666 2,5009 25
Pre-Kindergartens	4,072,000	3397333
- Establishment - Kindergarten - Stage B	2,422,000	201,833 137,500
Subsidy of Day-Care Center	225,000	18,750
- Subsidy for Working Mothers (44) - Subsidy for Welfare Families (46)	110,000 115,000	9,166 9,584
Neighborhood Center	2,347,100	195,591
- Renovation of Center	1,390,000	115,833
- Equipment - Operation of Groups	100,000	8,333 20,833
- Maintenance	57,100	4,759
- Enrichment & Events	100,000	8,333

Renovot -	Kiryat	Moshe
-----------	--------	-------

	IS.	<u>\$</u>
Social Activities in Weisgal Center	50,000	4,166
- Residents' Participation	50,000	4,166
Club for the Elderly -	171,500	14,291
- Rental of Renovated Building - Equipment & Installations - Operation - Maintenance	20,000 50,000 100,000 1,500	1,667 4,166 8,333 125
Library - AMERIC	230,000	19,166
- Purchase of Books - Personnel (0.5)	150,000	12,500
Tehila Adult Education	414,080	34,506
- Stipends 1981/82 School Year (20) - Maintenance - Enrichment & Events - Educational & Didactic Material - Transportation - Teachers	66,000 87,020 20,885 34,808 10,442 194,925	5,500 7,252 1,740 2,900 870 16,244
TOAM	150,000	12,500
- Operation & Rental	150,000	12,500
Summer Activities	225,000	18,750
- Operation of Camp for Youth - Camp for Mothers	150,000 75,000	12,500 6,250
Allocations & Participations	107,000	8,916
- Higher Education Stipends (10)	107,000	3,916
Special Social Activities	30,000	2,500

Rehovot - Kiryat Moshe

		<u>IS.</u>	7
Administration & Organization		70,000	5,833
- Accounting - General Expense		60,000 10,000	5,000 833
	TOTALS	9,157,340	763,105





PHYSICAL PROJECTS AS OF APRIL 1981

Neighborhood: Rehovot - Kiryat Moshe

Iwinned Community: Upstate New York Lawrence, HA Lowell, HA Haverhill, HA Springfield, HA

2.3.32

Budget No.	Name of Project & Description'	Status	Total Allocation Required (U.S.\$)	Proposed Budget 1981/82 (U.S.\$)		Estimated for	d Cash-Flow 1981/82		Balance fo 1982/8)
					1	11	111	17	
13.1	Pre-Kindergarten (3 classes) - Pre-rental of renovated	New	29,167	29,167	29,167				
	building	AMER	ICAN	JEVVIS					
. 14.1	Day Club for Young Children - Pre-rental of renovated building	New AR	1,667	1,667	S ^{1,667}				
17.1	Construction of Pre- Kindergartens:	0 0			, ,				
	1) Stage I - Two classes & development	New	201,833	201,833	92,843	36,330	36,330	36,330	
	2) Stage II - Two classes	New	137,500	137,500	13,750	74,250	24,750	24,750	
21.1	Community Center	New	115,833	115,833	38,611	38,611	_38,611	1	1
i	- Pre-rental of renovated building	15			5/-		R	ROJECT	
41.1	Club for the Elderly	New	1,667	1,667	1,667		RECTO	12/18/51	
i	- Pre-rental of renovated building	18	יניקנ	177		•	DH(1)		٠
-		Control of the same	1			M B. Y.	56.77		



CHAIRMEN

William S. Hack Richard Ravitch

HONORARY CHAIRMAN

Irving Schneider

FUND CHAIRMEN

Judah Griberz, Neighborhood Preservation Solomon Litt, Fund for Jewish

Education Richard Ravitch Hatikvah/

Tel Aviv-Yafo

CABINET CHAIRMAN

Albert Schussler

WOMEN'S PROJECT Myrtle Hirsch

CASH CHAIRMAN Irwin Hochberg

VICE CHAIRMEN

Steven Delman Joseph Gurwin Irwin Hochberg Irving Klein Irving M. Rosenbaum Albert Schussler

COMMITTEE

Kenneth Bialkin
Joyce Arnott Cohen
Sheldon W. Fein
Arthur A. Friedberg
Milton P. Gitenstein
Pearl H. Hack
Steven Levy
Edmund A. Rosenthal
Daniel S. Shapiro
Sheldon H. Solow
Peggy Tishman
Marshall Weinberg
Elaine K. Winik

DIRECTOR
Lucille Strauss

ASSOCIATE Joan W. Amir DATE:

October 1, 1981

TO:

Ernest W. Michel & William Kahn

FROM:

Lucille Strauss

SUBJECT:

Rosenwald II Mission -

Project Renewal - Giving Analysis, Summary & Conclusion

FACTS:

68 major givers on Mission

33 had previously made a Project Renewal contribution

Totaling \$1,976,500

OF THE SOLICITATIONS THAT WERE CLOSED ON MISSION:

NIMBER	CATEGORY	PROJECT RENEWAL AMOUNT	REGULAR 1981	CAMPAIGN 1982			
13	Increase of original Project Renewal gift (previously gave \$377,500)						
19	New gifts (no previous Project Renewal giving)	\$341,000					
32		\$646,000	\$1,409,000	\$2,024,125			
		32% increas over previo Project Ren giving	us Regula	increase to ar Campaign			

ADDITIONALLY:

- 18 did not increase their gift
- 16 givers to be followed up

more -

DATE:

October 1, 1981

TO:

Ernest W. Michel & William Kahn

FROM: SUBJECT: Lucille Strauss Rosenwald II Mission -

Project Renewal - Giving Analysis, Summary & Conclusion

SUMMARY:

 All contributors on the Rosenwald II Mission who made new or increased their Project Renewal gifts also substantially increased their contribution to the Regular Campaign.

> \$ 615,125 increase for 1982 = 43.6% \$1,409,000 regular for 1981

2) The 13 contributors who previously gave to Project Renewal increased their additional Project Renewal gift by 80%.

\$ 305,000 (additional Project Renewal) = 80% \$ 377,500 (previous Project Renewal)

3) The overall increased and new giving on a card by card basis for Project Renewal for the 32 gifts was 32.6%.

\$ 646,000 (increases and new) = 32.6% \$1,976,500 (original Project Renewal)

4) The potential of the follow-up, is about \$350,000 (16 givers) Thus bringing the total raised in new money to almost 1 million dollars.

more

DATE:

October 1, 1981

TO:

Ernest W. Michel & William Kahn

FROM:

Lucille Strauss

SUBJECT:

Rosenwald II Mission -

Project Renewal - Giving Analysis, Summary & Conclusion

CONCLUSION:

The Rosenwald statistics show that Project Renewal giving does not affect the Regular Campaign adversely. About half of the solicitations were done consecutively, (Regular Campaign closed then Project Renewal) and the balance were done on a separate follow-up basis.

The statistics show that both campaigns complement each other. A contributor to Project Renewal has already generously increased his gift to the Regular Campaign and his Project Renewal giving has raised him to a new plateau of giving. In the future, the Regular Campaign will become the beneficiary of this higher giving level. These are the themes we should stress to our fieldstaff. Our objective is to integrate the Project Renewal campaign as an accepted part of our overall campaign responsibility. Visually we have all seen the impact of the progress and growth that has taken place in Hatikvah. Project Renewal Israel is now off the ground and our leadership is beginning to accept the idea that it is a process that involves more than money and designated giving, but partnership, accountability and mutuality.

The Rosenwald II Mission has again set the campaign pace and has statistically shown Project Renewal as an asset, lending strength and credibility to our overall campaign.

Leville Straus

cc: Sanford Solender
Murray Peters
David E. Edell
Robert Smith
Addie Guttag
Jack Kalman
Ed Alcosser

United Jewish Appeal

UJA Campaign Officers

HERSCHEL W. BI LIMBERG

Alanciary National Chairmen
IRWIN S. FIELD
MAX M. FISHER
EDWARD GINSBERG
FRANK R. LAUTENBERG
JOSEPH MEYERHOFF
WILLIAM ROSENWALD
LEONARD R. STRELITZ
PAUL ZUCKERMAN

IRVING BERNSTEIN

BERNARD BORINE LEON H. BRACHMAN NATHAN BRAUNSTEIN IOFL S. BRESLAIL MARK E. BRICKMAN EDGAR L CADDEN NEIL A. COOPER JEROME J. DICK SIDNEY FELDMAN ISRAEL D. FINK IACK FREEDMAN MONTE FRIEDKIN VICTOR GELB BILLY B. GOLDBERG OSIAS G GOREN WILLIAM S HACK SYLVIA HASSENFELD SANFORD L HOLLANDER HERBERT D. KATZ BEN ZION LEUCHTER **BUD LEVIN** JULIUS L. LEVY, JR NORMAN H. LIPOFF ROBERT E. LOUP SAMUEL H. MILLER NEIL I NORRY H. PAUL ROSENBERG ROBERT RUSSELL LEE SCHEINBART HOWARD T. SHAPIRO ALAN L. SHULMAN STANLEY L. SLOANE HERBERT J. SOLOMON BERNARD M. WALDMAN JAMES L. WEINBERG

SANDRA WEINER

Chairman, UIA

JEROLD C. HOFFBERGER

President; JDC HENRY TAUB

President, CIF
MORTON L. MANDEL

National Woman's Division President BERNICE WALDMAN

HARRIET SLOANE

ALEXANDER GRASS

Project Prenewar Committee Chair

and President Israel Education Fund ROBERT RUSSELL

JOEL S. BRESLAU

foung Leadership Cabinet Chairman

EDWARD B. ROBIN

VICKI AGRON

RABBI HASKELL M. BERNAT

Feculty Cabinet Charman SEYMOUR MARTIN LIPSET

Student Advisory Board Chairman BARRY GREENBERG 1290 AVENUE OF THE AMERICAS | NEW YORK, N.Y. 10104 | TELEPHONE: (212) 757-1500 | CABLE ADDRESS: UJAPPEAL, NEW YORK

December 28, 1981

MEMORANDUM

TO:

Federation Presidents, Campaign Chairmen, Project

Renewal Chairmen, Executive Directors

FROM:

Herschel W. Blumberg, Irwin S. Field

As you are most certainly aware, for the past year the pace of Project Renewal in Israel has increased tremendously. In the past six months, more cash has been expended than in the entire first two years of the program. Projects and programs are proceeding at an extremely rapid pace in almost all of the linked neighborhoods. It has come to our attention, however, that a number of communities are still holding cash collected against Project Renewal pledges.

We urge every community to transmit all funds held in Project Renewal accounts immediately. We further urge you not to hold future payments but to transmit them as soon as collected.

Why do we ask you to take this action? Our cash situation for Project Renewal is critical. Some American communities did not campaign as vigorously as others for Project Renewal in the early days of the program. Therefore, their cash flow has been insufficient to meet the needs of their linked communities.

Since the American Jewish community carries a national responsibility for Project Renewal, we cannot permit the rehabilitation effort to falter in some neighborhoods while proceeding in others; this will create an intolerable, stressful situation within Israel.

Accordingly, we would like to state, once again, that <u>any funds</u> transmitted by your community, over and above the current requirements of your linked neighborhood, will be guaranteed by the UJA and the United Israel Appeal to be available when needed in your linked neighborhood. The integrity of the program in your linked neighborhood will be maintained.

Prime Minister Begin has said publicly that Project Renewal is Israel's most important domestic program and has buttressed his statement with funds and organization. We too, have the capability to produce; we lack only the funds.

One People Indivisible

Corporate Officers

President of the Board of Trustees

IRWIN S. FIELD

Executive Vice President IRVING BERNSTEIN

ALEXANDER GRASS
MORRIS L. LEVINSON

MELVIN DUBINSKY RICHARD N. GOLDMAN

ALBERT B. ADELMAN RABBI LOUIS BERNSTEIN HERSCHEL W. BLUMBERG JOEL S. BRESLAU ARTHUR BRODY EDGAR L CADDEN MARTIN E. CITRIN JEROME I. DICK RAYMOND EPSTEIN MAX M. FISHER HAROLD FRIEDMAN **EDWARD GINSBERG** ALEXANDER GRASS SYLVIA HASSENFELD JEROLD C. HOFFBERGER HAROLD M. JACOBS LUDWIG JESSELSON HERBERT D. KATZ FRANK R. LAUTENBERG MORRIS L LEVINSON NORMAN H LIPOFF ROBERT E. LOUP HARRY R. MANCHER MORTON L. MANDEL **NEIL J. NORRY** ALLEN POLLACK BERT RABINOWITZ DONALD M. ROBINSON ROBERT RUSSELL LEE SCHEINBART STEPHEN SHALOM JANE SHERMAN FRED SICHEL HERBERT M. SINGER STANLEY L SLOANE HENRY TAUB JACQUES TORCZYNER JAMES L. WEINBERG MARSHALL M. WEINBERG

BERYL B. WEINSTEIN ELAINE K. WINIK PAUL ZUCKERMAN Please feel free to contact either of us if you have any questions. The entire staff of the United Jewish Appeal is also ready to assist you in your campaign and cash effort.

But, once again, do not delay. Your action is imperative.

Herschel W. Blumberg National Chairman United Jewish Appeal Irwin S. Field President United Jewish Appeal

AMERICAN JEWISH ARCHIVES

81-416-52

,

UJA Campaign Officers

HERSCHEL W. BLUMBERG

IRWIN S. FIELD
MAX M. FISHER
EUNARD GINCRERG
FRANK E. LAUTENBERG
XOSEPH MEYERHOFF
WILLIAM ROSEWAND
LEONARD R. STRELITZ
PRILE TUCKE RIAM

IRVING BERNSTEIN

REPMARD BORINE FEOR W. BOACHMAN NATHAN BRAUMSTEIN IDET C RRESTAU MARK E BRICKMAN FDGAR L CADDEN NEIL A. COOPER JEROME J. DICK SIDNEY FELDMAN JACK FREEDMAN MONTE FRIEDRIN WICTING CELS BHILL COLUBERG DELAS D. CORFN WILLIAM S. HACK SYLVIA HASSENFELD SANFORD L. HOLLANDER HERBERT D. BATZ BEN ZION LEUCHTER MUNUS L'EVE IR NORMAN H. LIPOFF SOSFREE LOUP SAMILET H. MILLED NELL L NORSY M PACE DOCEMBERG ROBERT RUSSELL LEE SCHEINBART HOWARD T. SHAPIRO ALAN L. SHULMAN STANLEY L. SLOANE HERBERT & SOLOMON BERNARD M. WALDMAN JAMES L. WEINBERG

SANDRA WEINER

DIEROLD C. HOFFBERGER

HENRY TAUB

MORTON L. MANDEL

Subject Hereick

BERNICE WALDMAN

HARRIET SLOANE

ALEXANDER GRASS

Project Renewar Committee Charmon and President Speed Education Fund BOBERT RUSSELL

ADEL S. BRESLAU

EDWARD 8. ROBIN

YOUNG WINNEY'S LANDER'S CARRIED CHARMAN VICKS AGREN

RASSI HASKELL M. BERNAT

Vacuity Colones Charmes SEYMOUR MARTIN LIPSET

Statent Advisory Boset Charman BARRY GREENBERG 1290 AVENUE OF THE AMERICAS □ NEW YORK, N.Y. 10104 □ TELEPHONE: (212) 757-1500 □ CABLE ADDRESS: UJAPPEAL, NEW YORK

MEMORANDUM

January 18, 1982

TO:

All Executive and Campaign Directors, Campaign Chairmen

Project Renewal Chairmen

FROM:

David Hersch

AMERICAN JEWISH

I am pleased to announce that on December 1, 1981, Julie Epstein joined the Project Renewal Department as Assistant Director.

Julie has been with the United Jewish Appeal for four years. She has served in the University Division and as a Campaign Representative in Region 1. Julie will be the staff coordinator for all Renewal campaign activities in Acco, the northeast, southeast, Florida, and southwest regions.

Please feel free to contact her regarding any assistance you may require in your Renewal campaign including Renewal component of missions, visits of individuals to Israel, information required for linked neighborhoods, or general advice on publicizing or running a Renewal campaign.

It is also my pleasure to announce that Martin Gallanter has been promoted to the position of Associate Director for Project Renewal. Marty has spent the last year as Project Renewal Information Director and has coordinated the National Public Relations effort for the program. Previous to his Renewal assignments, Marty worked in the UJA Public Relations department.

As part of his expanded role, Marty will coordinate Renewal campaign activities in the Mid-Atlantic Region as well as continue to coordinate Public Relations activities for all regions. Please feel free to call on him for any assistance you may require.

DH/vl

82-416-3

One People Indivisible

Corporate Officers

President of the Burel of Drusteen SRMIN S. FIELD

RVING BERNSTEIN

ALEXANDER GRASS MORRIS L. LEVINSON

MELVIN DUBINSKY RICHARD N. GOLDMAN

ALREST R. ADELMAN RARRI I CHUS REPASTEIN HERSCHEL W. BLUMBERG. JOEL S. BRESLAU ARTHUR BRODY EDGAR L. CADDEN MARTIN E. CITRIN SEROME I. DICK RAYMOND EPSTEIN MAX M. FISHER HAROLD FRIEDMAN EDWARD GINSBERG ALEXANDER GRASS SYLVIA HASSENEELD SEROLD C HOFFRERGER HAROLD M. JACOBS LUDWIG JESSELSON HERBERT D. KATZ FRANK R. LAUTENBERG MORRES L. LEVINSON NORMAN H. LIPOFF ROBERT E. LOUP HARRY R. MANCHER MORTON L. MANDEL NEE I NORRY ALLEN POLLACK BERT RABINOWITZ DOWN D. M. ROBINSON ROBERT RUSSELL LEE SCHEINBART STEPHEN SHALOM JANE SHERMAN FRED SICHEL

HERBERT M. SINGER

STANLEY L SLOANE

JACQUES TORCZYNER

MARSHALL M. WEINBERG

JAMES L. WEINBERG

BERYL B. WEINSTEIN FLAINE'K, WINIK

PAUL ZUCKERMAN

HENRY TAUR

National Project Renewal Committee

January 19, 1982

Chairman Robert Russell

Co-Chairmen Joel S. Breslau Marilyn Brown Iane Sherman

Committee Mathilde Albers Sheldon D. Beychok Nathan Braunstein Gerald S. Colburn Jerome J. Dick Annette Dobbs Ruth Fein Eli Field Victor Gelb Edgar R. Goldenberg Irwin Green Richard S. Gunther William S. Hack LeRoy F. Hoffberger Dr. S. Harold Horwitz William Kahn Ted Kanner Irving Kessler Rabbi Stanley Kessler Rabbi Brian L. Lurie Dr. Steven B. Nasatir Bernard R. Olshansky Charles R. Schiffman Howard T. Shapiro Stephen D. Solender Bernard Waldman Barbara Weiner Dr. George Weiss Philip Zinman

National Director David Hersch

Louis I. Zorensky

MEMORANDUM

TO:

Federation Presidents, Executive Directors and Project

Renewal Chairmen

FROM:

Jane Sherman, Co-Chairman, National Project Renewal Committee

SUBJECT:

Project Renewal: Allocation Changes on Approved Budgets

You will recall that in a memorandum dated October 15, 1981, we advised you of new Project Renewal procedures that had been postponed to facilitate approval by Federations of budgetary changes in their twinned neighborhoods in Israel.

These proposed procedures were reviewed at a meeting of the National Project Renewal Committee on November 12 in St. Louis and the following modifications were proposed for adoption by UIA and UJA:

- A) On approved budgets where changes in programs or projects amount of \$10,000 or under and do not affect the approval total, Federation approval is not required as long as the Federation is promptly notified by mail of the detailed changes being made.
- B) Changes involving \$10,000 to \$25,000 will require notification to the Federation promptly by mail or preferably telex, with about 10 working days for the Federation to examine the proposed change and communicate objections if any.
- C) All changes of more than \$25,000 must have Federation's formal approval.

If you have any further questions, please call the Project Renewal Department of the UJA.

JS/gvl

N.B. These changes were formally approved by UIA Board of Directors at a meeting on December 8, 1981.

82-416-5

United Jewish Appeal

Date: January 15, 1982

To:

Federation Presidents, Project Renewal Chairmen, Executive & Campaign Dirs.

From:

Jane Sherman, Co-Chairman, National Project Renewal Committee

Subject:

Project Renewal Program Evaluation

The evaluation of Project Renewal programs is now actively under way and we are very pleased to enclose our first progress report. As the evaluation moves ahead, we shall continue to keep you fully informed.

JS/v1

AMERICAN JEWISH ARCHIVES

82-416-6

EVALUATION OF PROJECT RENEWAL PROGRAMS

REPORT #1

From the very inception of Project Renewal, it was determined by its leadership, both here and in Israel, that an evaluation process should be developed to measure the quality and effectiveness of Project Renewal programs. To accomplish this goal, it was agreed that outside, independent researchers of the highest order must be recruited. These studies will provide valuable feed-back for the neighborhood leadership and administrators as well.

To accomplish this task of evaluation, a voluntary, unpaid International Committee was appointed jointly by the Jewish Agency and the Interministerial Committee of the Israeli Government. Chaired by Professor Arnold Gurin of Brandeis University, the Committee consists of a panel of distinguished scholars from America and Israel especially experienced in evaluating large-scale community development programs.

We are pleased to report to you that the evaluation process is now under way. Contracts have already been drawn with outstanding independent Israeli researchers for the following initial phase:

1. Comprehensive Studies

The major thrust of the entire evaluation program will consist of comprehensive on-site studies to measure the practical effect of Project Renewal on the local beneficiaries -- what has succeeded, what has failed -- and why. In this first phase, 15 neighborhoods will be monitored and evaluated.

2. Household Surveys

These studies of families will be concerned with the extent to which the conditions of their lives are being affected by Project Renewal.

3. Resident Participation Studies

One of the goals of Project Renewal is to encourage the involvement of its residents in neighborhood activities. These studies will measure the extent to which this is taking place.

4. Impact Studies on Neighborhood-Diaspora Relationships

The uniqueness of Project Renewal lies in the opportunities for establishing close person-to-person contacts between donors in the Diaspora and neighborhood beneficiaries. The impact studies will assess the nature and quality of these relationships.

The next phase of the evaluation will follow in several months and will examine and evaluate specific programs in education, housing, health, child development, employment, community work, services to the elderly, services to youth, among the many. The focus will be on how well these programs are meeting their goals.

It is estimated that this two year study can be completed at a cost of not more than \$300,000. Half of the cost is to be covered by the Government of Israel and the other half by the Jewish Agency.

Project Renewal is a complex and many-faceted program and we feel confident that we can look forward to responsible and accountable results, which should be of inestimable value to us all.



United Jewish Appeal

Date: MARCH 9, 1982

To:

EXECUTIVE DIRECTORS

From:

DAVID HERSCH

Subject:

PROJECT RENEWAL - BUDGET APPROVALS AND CASH FLOW

I would like to share with you the attached letter of February 10, 1982 to Robert Russell from Alan Crawford, chairman of the Project Renewal committee of the Milwaukee Jewish Federation. I hope you will agree that the principles embodied in the resolution by the Board of Directors of the Milwaukee Federation of February 26 could and should be emulated by all communities participating in Project Renewal.

In sharing this with you, I also wish to express our recognition of Milwaukee's initiative.

DS:1b Encl.

> HOLD THE DATE MAY 20-23, 1982 UJA NATIONAL CONFERENCE WASHINGTON, D.C.

Telephone: Area Code 414/271-8338

Milwaukee Jewish Federation, Inc.

1360 North Prospect Avenue

Milwaukee, Wisconsin 53202

Mark E. Brickman

Melvin S. Zaret Exec. Vice President

February 10, 1982

Mr. Robert Russell, Chairman
National Project Renewal Committee
1290 Avenue of the Americas
New York, New York 10104

Directors on January 26, 1982:

Dear Bob:

In December of last year, Esther Leah Ritz and I held extensive meetings in Israel with representatives of our Project Renewal community-Or Yehuda, Mr. Yehiel Admoni of the Jewish Agency, Mr. Neale Katz of the United Israel Appeal, and others. During our meetings, we carefully reviewed the 1981-82 revised budget for our neighborhood Amidar in the community of Or Yehuda. Agreement was reached with representatives of Or Yehuda on a final revised budget for 1981-82 which requires from Milwaukee a subvention of \$702,500! It was further agreed among all participants involved in this process that no additional change would be made in this budget without Milwaukee's approval. This budget is separate from the budget of the neighborhood Or Yehuda Bet, which is linked with our Canadian partner, Ontario, and the Maritime Provinces.

In meetings with Mr. Admoni, we agreed upon a three-year fiscal projection for the years 1982-83, 1983-84 and 1984-85 which would complete Milwaukee's financial involvement with the project. These projections are based on a social services budget and a physical programs budget for the three-year period.

As a result of the above discussions, Milwaukee is making Project Renewal a community priority, taking on a new, direct involvement with its adopted neighborhood, Or Yehuda-Amidar. Therefore, the Milwaukee Jewish Federation Project Renewal Committee and Board of Directors felt a need to enter into a new method of payment for its Project Renewal program. This allocation would be based on what will be owed for this fiscal year, and the projections for the next three fiscal years, starting April 1, 1982 through completion of our share of the program in 1985. The following proposal was approved by the Milwaukee Jewish Federation's Board of,

PROJECT RENEWAL REC'D FEB 1 2 1982

MI WALLEE TEMICH WET EADE ETIND

The Milwaukee Jewish Federation will meet its 1981-82 fiscal year obligation to its Project Renewal Community, Or Yehuda, and will fund the social program budget on a 1/12th basis for the next fiscal year according to the budget figures and criteria stated below. If necessary, the Milwaukee Jewish Federation will borrow up to \$800,000 from its own reserves to meet its obligation to the social programs in Or Yehuda. However, during this time, emphasis will be placed on a cash redemption program of all Project Renewal pledges to minimize the need for borrowing funds.

I.	Current Fiscal Status											
	Actual expenditures through March 31, 1981							4			. 5	122,000
	Budgeted expenditures from 4/1/81 to 3/31/82											
	Total expenditures through 3/31/82											824,500
	Funds transferred by Milwaukee through 12/31/81 Amount to be paid by Milwaukee upon receipt of	•	i	ċ	•	•		٠			٠	431,000/
	certified expenditures for the 1981-82 fiscal year	ır	ď				٠		٠			393,500
II.	Estimated Social Program Budget for 1982-83											360,000 ✓
	This amount will be funded by Milwaukee on a 1/12th	1	Da	151	S	C	OHU	ner	IC:	mg	3	

A. Receipt of line-by-line budget for the 1982-83 fiscal year approved by Milwaukee, Ontario, the Jewish Agency, and the Or Yehuda Steering Committee.

B. Receipt of monthly expenditure reports prepared by Mr. Neale Katz in a timely manner.

4/1/82 subject to the following criteria:

C. Cummulative expenditures for any program, or the total budget that exceeds the approved budget without explanation will result in an adjustment downward in the next monthly payment. In addition, if any new expenditures for programs not approved in the budget are reported, payments will cease until the situation is resolved.

III. Physical Projects Capital expenditures will be approved in advance by the Milwaukee Jewish Federation currently estimated at \$400,000 for 1982-83. Funding of approved physical projects will be on a basis separate from, and in addition to, funding programs outlined above.

By approving the above program, the Milwaukee Jewish Federation hopes to insure the quality and effectiveness of the social service programs carried out in our Project Renewal community. With our direct involvement and responsibility in this process,

AMERICAN JEW

ARCHIVES

Alan R. Crawford, Chairman Project Renewal Committee Milwaukee Jewish Federation

CC: David Hersch
Dov Sinai
Jane Sherman
Yehiel Admoni
Don Gould
Neale Katz

ARC: keb

National Project Renewal Committee

Chairman Robert Russell

May 3, 1982

Co-Chairmen

TO: All Executive and Campaign Directors

Joel S. Breslau Marilyn Brown Jane Sherman

David Hersch, National Director of Project Renewal

SUBJECT:

FROM:

Project Renewal Chairmen's Council

Committee Marhilde Albers Sheldon D. Beychok Nathan Braunstein Gerald S. Colburn Jerome J. Dick Annette Dobbs Ruth Fein Eli Field Victor Gelb

The National Project Renewal Committee will be restructured for this coming campaign year. The new body will be known as the "Project Renewal Chairmen's Council." It will be chaired by Joel Breslau, UJA National Project Renewal Chairman for the 1983 campaign.

Edgar R. Goldenberg Irwin Green Richard S. Gunther

Membership in the Council is open to all community Project Renewal Chairmen. Those communities who have two chairmen may submit both as members of the Council.

William S. Hack LeRoy F. Hoffberger Dr. S. Harold Horwitz William Kahn Ted Kanner

The Project Renewal Chairmen's Council will hold two meetings each year. One will be scheduled during the UJA National Leadership Conference in the spring and the other will be held during the General Assembly of the Council of Jewish Federations during the fall.

Irving Kessler Rabbi Stanley Kessler Rabbi Brian L. Lurie Dr. Steven B. Nasatir

Bernard R. Olshansky

Charles R. Schiffman

The first meeting is scheduled for Friday, May 21, 1982 at 12:00 noon at the Sheraton Washington Hotel in the District of Columbia. The exact location of the meeting will be posted on the lobby information board.

Howard T. Shapiro Stephen D. Solender Bernard Waldman Barbara Weiner Dr. George Weiss Philip Zinman

We ask each federation to use the enclosed response card to advise us of the name of its Project Renewal Chairman, and whether the Chairman plans to be at the first meeting of the Council on May 21.

National Director David Hersch

Louis I. Zorensky

We ask your cooperation in sending this response card back as soon as possible.

Thank you for your assistance.

DH/v1 att.

82-416-18



PROJECT RENEWAL -- PARTNERSHIP FOR THE EIGHTIES

Three years ago world Jewry adopted Project Renewal as a priority partnership program with Israel's people, to rehabilitate distressed neighborhoods in Israel and rejuvenate the lives of 45,000 immigrant families residing in them.

Project Renewal is designed to help the residents plan and implement the rehabilitation of their own communities. Their partners in this joint effort are diaspora communities (or groups of communities), each "linked" to a neighborhood; the Jewish Agency, which receives funds from those diaspora community campaigns, through the United Jewish Appeal and Keren Hayesod, to carry out Renewal programs; and participating ministries of the Israeli government, which is committed to an equal share of program funding.

During the first two years, most of the effort in Project Renewal was directed toward building a firm and functioning structure for rehabilitation. The Jewish Agency and the Israeli government had already learned by experience that simply pouring money into a neighborhood was not only wasteful but also actually counter-productive unless local residents had a direct role in the rehabilitation of their own community. The structure being developed was therefore based on the formation of local citizens councils -- groups of neighborhood residents who organized to determine the priorities among their needs and to help develop plans and programs to meet them.

Supporting and strengthening this approach was the process, unique to Project Renewal, of linking specific American Jewish communities and other free world diaspora communities to particular Israeli neighborhoods. Through the two years, a steadily growing number of American communities accepted the responsibility for a portion of the rehabilitation costs and agreed to take an active, personal role as partners in the planning and implementation. There are now almost 150 such communities, linked individually or in clusters to some 50 neighborhoods in Israel.

The development of the local councils, however, was a long and painful process. The concepts of self-determination and participatory democracy were often alien to the cultural backgrounds and practical experience of neighborhood residents.

Project Renewal came under intense pressure to accelerate the rehabilitation process. Articles were appearing in the Israeli press, criticizing the slowness of plan development and program approval and commenting on limited visible results.

But the process continued and began to produce solid structural results. Representatives of the Israel government, the municipalities, the Jewish Agency and the linked diaspora communities joined the process and the citizens councils became "steering committees". Aided by members of the academic community, the steering committees undertook the task of developing comprehensive plans for the physical, economic and social rehabilitation of the neighborhoods.

In the fall of 1980, Yehiel Admoni, an Israeli administrator with a distinguished record in agricultural and economic development programs, was appointed as the new Director General of Project Renewal. The Project Renewal "unit" was upgraded and achieved full departmental status in the Jewish Agency. New field staff was recruited. Approval procedures -- which had previously required each program to be individually approved -- were streamlined. Under the system now in effect, rehabilitation programs, including detailed budgets covering an entire fiscal year, are developed. American linked communities participate during special "consultation" visits to Israel in developing and approving the plans.

Instead of single programs, entire plans are now submitted by the Jewish Agency to the United Israel Appeal (UIA) for final approval. The UIA, through which the United Jewish Appeal transmits Project Renewal funds to the Jewish Agency, examines the programs to be sure that all elements meet the criteria for tax-deductible contributions. If there are no problems, the UIA authorizes implementation. The American Jewish community agrees to raise and transmit funds for their portion of the rehabilitation effort, while the Israel government assumes the responsibility for the balance.

Today, scores of new programs have been implemented in dozens of neighborhoods throughout Israel. Bomb shelters have become youth clubs; mother and child programs are in operation; adult education classes are active; "laundry clubs" (where women gather to receive educational instruction while doing their wash) are functioning. There are new parks and apartment houses. Empty lots have been cleared, street lighting improved, bus service increased. There are drug prevention programs, anti-delinquency activities, special classes to help young people and adults overcome educational problems and more.

Equally important is a new sense of spirit and pride that exists in the Project Renewal neighborhoods. Neighborhood residents have become community leaders. The citizens councils have become the basis for local communal organization with effects that reach beyond the actual rehabilitation effort. All of Israel's major political parties have endorsed a continuation of Project Renewal. People are beginning to feel that they have some influence over their future and their children's future.

Although this represents a heartening picture of early accomplishment and great future potential, the rate of fundraising and cash flow in the U.S. has been inadequate.

As of April 20, 1981, \$92,415,060 has been pledged to Project Renewal. In cash, \$16,139,199 has been transmitted to the UIA and \$13,636,089 has actually been spent on Project Renewal programs and services.

At the current rate of expenditures and cash collection, Project Renewal will be out of money by the end of July, 1981, forcing borrowing at high interest rates or the actual suspension of projects and programs. Both fundraising and cash flow must be significantly increased -- immediately and throughout the 1982 campaign period.

In order to create a more responsive structure for fundraising, the Project Renewal committees of the UJA and the UIA have been combined into one body now known as the National Project Renewal Committee. The committee is chaired by Robert Russell and co-chaired by Joel S. Breslau, Marilyn Brown and Jane Sherman. In addition, the professional staff of the UJA Project Renewal Department has been expanded to provide a wider range of services in support of local community campaigns.

Project Renewal is <u>based</u> on a foundation of renewed hope and revitalized pride, but it is <u>built</u> with dollars to fund vital services and facilities. Less than 25% of an originally projected national goal of \$400 million has been pledged to date. More is spent in Israel each month than is collected in the United States. Without an increase in the pace of fundraising for Project Renewal, the American Jewish community faces the real danger of defaulting on its financial obligations to implement programs promised to the residents of Israel's distressed neighborhoods.



Project Renewal News

CAMPAIGN TOOLS

Martin Gallanter United Jewish Appeal Project Renewal Department (212) 757-1500

Print Materials

Project Renewal—Partnership for the Eighties. New national Project Renewal brochure, available at no cost to communities in the generic version. This brochure is also highly adaptable for localization with communities paying only for the cost of imprinting local copy.

Division and Unity by Dr. Eliezer D. Jaffe. This article examines the conditions that led to the existence of the distressed neighborhoods. A comprehensive and detailed introduction to Project Renewal. Available in limited quantities at no cost to communities.

From Israel: Prioject Renewal: An Insider's View by Dr. Eliezer D. Jaffe. An update on Project Renewal process, problems and progress—over the past two years. This piece is an excellent companion to Division & Unity. Available in quantity at no cost to communities.

Project Renewal Kit Covers. A two pocket folder marked "United Jewish Appeal, Project Renewal Information," able to handle sizes 8½" x 11" in documents. Useful for meetings for packaging leave-behind materials for solicitations. Available in quantities at no cost to communities.

Project Renewal Glossary-Produced by the Renewal Department of the Jewish Agency for Israel, this pocket size booklet defines the "language" of Project Renewal, alphabetically listing Hebrew and English terminology common in the program. This pocket glossary is given to every mission participant who visits a Renewal neighborhood. Limited quantities are available for distribution in the United States.

Project Renewal Poster— In full color, with room at the bottom for individual imprinting. This poster was developed by Keren Hayesod and is in wide use throughout the world. It is now available in the United States for .75 a copy postage paid to federations.

Audio Visuals

Project Renewal film. Originally produced by the UJA in 1979, this 18 minute film has been proven to be a useful piece for an initial introduction to Project Renewal. It is available in either film or Fairchild cassette format and can be rented or purchased.

Project Renewal: An Update— Produced in 1981, this 17 minute video tape emphasizes the "human" aspect of Project Renewal and the progress made in the distressed neighborhoods. Available on video cassette by special order. Community pays only for the cost of the video tape copy.

Project Renewal: Women's Connection—Produced in late 1981, this 20 minute video tape centers on a National Women's Division mission visit to Givat Olga, a distressed neighborhood undergoing rehabilitation through Project Renewal. An effective campaign tool for Women's Division groups. Available on video cassette by special order. Community pays only for the cost of the Video tape copy.

Partnership for Renewal— An 11 minute sound slide show produced in Israel by the Project Renewal Department of the Jewish Agency. An excellent introductory piece for an audience not familiar with Renewal. Useful also on the same program with a Project Renewal speaker. Program can be borrowed or purchased for \$40.00.

Dramatic Readings— A special presentation system developed by the Young Women's Leadership Cabinet that combines "personal" experiences with visual effects through slide projection. This program is provided as a model, allowing communities to fit the format to their own particular linkages.

Project Renewal— A training Film. A thirty minute video tape produced by National Committee member Sheldon Beychok centering on questions and answers concerning Project Renewal. Includes scenes from a recent Renewal session held in Dallas, Texas as well as a filmed interview with Yitzhak Rabin. Available on video cassettes by special order. Community pays only for the cost of the Video Tape copy.

PROJECT RENEWAL FEATURED AT
UJA NATIONAL LEADERSHIP CONFERENCE
May 21-23 - Washington D.C., Sheraton Hotel

This year's UJA National Leadership Conference in Washington offers a wide range of Project Renewal programming to help you to enhance your local effort for your linked Israeli neighborhood.

We strongly advise all Renewal leadership to make every attempt to participate in all of the Project Renewal scheduled events, since they have been planned as a total program, covering many aspects of Renewal.

MEETING -- PROJECT RENEWAL NATIONAL CHAIRMEN'S COUNCIL Noon - 2:00 P.M. May 21, 1982

The first meeting of the reorganized National Council. Project Renewal chairmen from all communities are welcome and encouraged to attend.

RENEWAL CAMPAIGN WORKSHOP May 21, 1982 -- 3:30 - 5:00 p.m.

For everyone who campaigns for Project Renewal. This is a "how to" session directed at teaching techniques of obtaining Project Renewal pledges and collecting cash. The program presented by representatives of communities with successful campaigns will include such subjects as how to build a Renewal campaign structure; soliciting major gifts; arranging Renewal missions; organizing events, and directing Renewal cash collection efforts.

RENEWAL PLENARY SESSION - May 22, 1982 -- 12:30 - 2:15

A major event including a special presentation to outgoing National Project Renewal Chairman Robert Russell; a report from Israel by William Kahn, Executive Vice President of the Federation of Jewish Philanthropies of New York and "Project Renewal is People" by Carlos Lomovasky, Renewal Project Manager from Acco in Israel.

RENEWAL SOLICITOR TRAINING WORKSHOP - May 22, 1982 -- 2:30 - 4:30 p.m.

A new solicitor training program for Project Renewal has been developed by the Project Renewal and Operation Upgrade departments of the UJA. During the workshop, the program will be introduced, outlined, demonstrated and discussed. Operation Upgrade personnel will be prepared to schedule consultation visits for local training.

The professional staff and national lay leadership of Project Renewal will be available for community consultations. A special "resource room" will be open during the conference where public relations materials and audio/visual presentations will be on display and where all of your Renewal questions can be directed. Our Israeli guest will also be available to meet with individuals or community groups.

Special solicitations, with outside Renewal solicitors, can also be arranged at any time during the conference. Those communities who wish to have assistance with Project Renewal solicitations should contact David Hersch, Julie Epstein, Dov Sinai, or Marty Gallanter at 212-757-1500 prior to the conference.

82-416-19



PRE-CONDITIONS FOR WITHDRAWAL FROM NEIGHBORHOODS

Community funding of social programs in Project Renewal amounted to about 57% of funds allocated for this purpose in 1981/82. Therefore, community withdrawal from neighborhoods must be gradual and subject to pre-conditions on the community and institutional levels to ensure the existence of alternate organization in the neighborhoods, and of an ongoing functioning service network.

Pre-Conditions for Withdrawal from Neighborhoods:

Institutional level pre-conditions:

- That a functioning organizational framework exists which has developed independent, ongoing activities.
- That the institutional physical infrastructure allows for regular, orderly institutional activity (formal and informal) and that it is of a suitable standard.

Community-Level Pre-Conditions:

- That a degree of resident awareness and community organization is achieved which will guarantee continued active cooperation between residents and institutional agencies on withdrawal of the projects.
- That withdrawal is justified on the basis of an examination of social indicators.

Criteria for Evaluating Improvement in the Social Condition of the Neighborhood.

In contrast with physical renewal, which is a relatively short and straight-forward process, social-community rehabilitation is a longer and more complicated process. Achievements and progress in this latter sphere are more difficult to discern and to measure. An annual evaluation is to be undertaken in each neighborhood, to provide information regarding progress in the specific neighborhood, on a time-scale, and to compare progress with other neighborhoods.

The following are some of the criteria to be used:

- Increase in value of apartments: Research has shown that this data serves as a vital indicator of public evaluation of the neighborhood.
- Migration Balance: Figures measuring out-migration of residents, or the reverse, are relevant criteria for measuring change in the standing of the neighborhood.
- Educational Deprivation: The Ministry of Education has established criteria for definition of children as educationally deprived. The percentage of such children, in a given neighborhood, is an important indicator of the neighborhood's social condition.
- Overcrowding: Research is underway to determine a coefficient of housing overcrowding which will provide an additional criteria for determining neighborhood condition.
- Delinquency and Crime: An agreement has been reached with the Israel Defence Forces to furnish data on youth who do not serve in the army, as well as with police, to provide data on delinquency and crime in the neighborhoods. Both factors are important social indicators.

June 1982

EMPLOYMENT PROGRAMS

Work Groups

The following are the problems which create the need for work-group programs in Renewal neighborhoods:

- There are groups of youth who have dropped out of the educational system before completing their education.
- These youth lack vocational training, many are unemployed and many suffer from lack of motivation.
- Some youth suffer from personal or other difficulties which prevent their being integrated into regular vocational training frameworks.
- 4. Lack of employment, the need for income and the multiplicity of social and personal problems, combine to increase the likelihood that these groups will be involved in instances of violence, vandalism of public property, break-ins and other anti-social behavior.
- Rising unemployment throughout the country, but especially in the northern and southern sections of the country, have particularly affected marginal population groups.

Goals of the Work Group Program

- 1. To integrate marginal youth and young adults into the mainstream of society.
- To offer them the incentive to pursue constructive goals and fulfill their personal potential through activities designed to instill proper work habits.
- 3. To create flexible, practical employment frameworks which will enable youth and young adults to receive vocational training while earning a salary.
- To widen the circle of residents with a direct stake in renewal activities in the neighborhood by utilizing local employment resources in development and renewal projects.

Work Group Programs

Several models of the work group program are currently operating in neighborhoods throughout the country. These programs were initiated in some cases by the participants themselves, seeking employment in the building industry, renovation or gardening work; in others by project managers concerned with maximizing the employment solutions.

Work groups are adapted to the needs of each individual neighborhood and their residents. Participants can be youth up to 18 years of age, army-age youth (who either did not serve in the army, served partial terms, or have just completed army service), adults or mixed groups. In some cases, groups are organized on an apprenticeship basis, in some act as salaried workers and in others as independent contractors. The character of the group is affected by the scope, nature and duration of the work to be done, the nature of the employer, the seriousness of the personal problems of participants (alcoholism, drugs, criminal activity, etc.) and the employment climate in the area. In many neighborhoods, there are

Work Group Programs (cont'd)

groups which consist of youth and young adults (up to 28 years of age). Participants study one day a week under the apprenticeship system and work in gardening and renovation in the neighborhood, receiving stipends from the Ministry of Labor and the Jewish Agency.

In order to provide long-term, basic solutions to employment problems while maintaining high standards of work and creating an independent work-force able to function in a competitive work market, two basic models are proposed. For groups composed of youth, it is suggested that all programs place emphasis on vocational training through apprenticeship frameworks in conjunction with recognized vocational schools. Where necessary, basic educational skills should be taught in organized frameworks. After an initial vocational training period, participants enter the work-force in a supervised setting, with the aim of the program to bring participants to an appropriate and recognized professional certification. Throughout the process, participants should be offered personal and professional guidance including information on additional vocational training opportunities, employment openings, individual rights and obligations, etc. Follow-up of youth leaving work groups should continue for at least one year. Adult work groups from the neighborhood consisting of trained workers should be ensured of work as sub-contractors through contracts between contractors and funding bodies. Where necessary to guarantee professional standards, professional supervision should be supplied. Unskilled adults should be provided with a program similar to that offered to youth. In all cases, the aim of the renewal program is to provide proper, relevant vocational training with the intention of integrating residents into the labor market and not to create a sheltered labor sub-market.

Current Status of the Program

Work group programs vary in size from two participants to 30 or more participants. About 50 work groups operate in 20 neighborhoods including more than 600 participants.

2777

EXISTING WORK GROUPS

ACCORDING TO BASIC TYPE

TYPE #1

Age: Youth.

Type of Organization: Apprenticeship.

Payment: Vocational training stipend plus JAFI supplement.

Initiating Agency: Project Renewal and Labor Ministry.

Employer: JAFI or comal education system or municipality.

Vocational Training: On the job; usually studies one day per week and preparation for vocational certification.

Neighborhoods:

Netanya - Dora Netanya - Sela Kadima Eilat Beit Shean Safed

TYPE #2

Age: Adults (post-army).

Type of Organization: Contract Group.

Payment: For contract work.

Initiating Agency: Members of group or Project Renewal.

Employer: Major contractor munity center of vocation- (public or private company). Renewal or municipality.

> Vocational Training: Usually not given; members sometimes referred to existing courses. Members can be graduates of Type #1 group (Kadima).

Neighborhoods:

Jerusalem: Musrara, Ir Ganim, Bucharim. Tel Aviv: Hatikvah, Neve Sharett, Yaffo Dalet, Kadima.

TYPE #3

Type of Organization: Salaried.

Payment: Salary accor- Payment: Stipend. ding to scale.

Initiating Agency: Project Renewal.

Employer: Project

Vocational Training: By professionals, on the job or by vocational teachers.

Neighborhoods:

Ashkelon Tel Mond Or Yehuda Jerusalem - Shmuel Hanavi Afula

TYPE #4

Age: Youth and adults. Age: Adults and youth, Population: Women.

Type of Organization: Type of Organization: Apprenticeship in Pro- On-the-job training.

fessional Training.

Payment: Stipend followed by salary.

TYPE #5

Initiating Agency: Project Renewal.

Vocational Training: Studies and practical application and referral to employer or contractor.

Neighborhoods:

Beersheva "G" Beersheva "D" Ofakim

Neighborhoods:

gartens).

Yahud (catering) Rishon Lezion - Sela (catering) Petach Tikvah-Yoseftal (childminding) Ofakim (kindergarten teaching assistants) Netanya Dora (childminders in kinder-

LOCAL LEADERSHIP TRAINING PROGRAMS

Project Renewal is built on the foundation of local resident participation in decision-making processes. Resident representation comprises 50% of the neighborhood steering committee. Local sub-committees which define problems and set goals for neighborhood programs are chaired and staffed by residents. Local agencies which implement and operate programs include resident representation. These tasks demand a high level of skill, awareness and understanding.

Problems:

- Talented residents are prevented from maximizing their personal potential because of inadequate formal education levels.
- Residents often lack understanding and knowledge of political processes, institutional functions and social service programs. As a result, they are unable to deal effectively with them.
- Complicated bureaucratic systems and decision-making processes demand a high level of strategic analysis. Local leadership lacks the training required to function skillfully in these areas.

Goals:

- To provide residents with an opportunity to further their formal education and to strive for greater personal achievement.
- To increase residents' awareness and understanding of political systems, institutional functions and social service programs to enable them to solve problems independently:
- To train local leadership to deal effectively with bureaucratic systems and decision-making processes.

Programs:

Project Renewal has operated two programs in the 1981-1982 academic year, designed to upgrade the educational backgrounds of active Renewal neighborhood residents while providing them with skills which will improve their leadership performance in the neighborhood.

A. Academic Undergraduate Training Program:

Operated in conjunction with the "Open University", this program leads to a recognized Bachelor of Arts Degree. Participants <u>must</u> be active on an ongoing basis in their neighborhoods. The program is designed for adults 25 to 50 years of age who did not complete a formal high school education. In order to help participants develop skills necessary for university-level courses, a four-month preparatory academic course is offered. The educational direction of the course is to provide a liberal arts-social sciences academic education with emphasis on areas which will help participants to cope well with their civic responsibilities.

To accommodate students' employment responsibilities, classes are concentrated in one day per week. In addition, the Open University curriculum requires correspondence course work to supplement lectures, workshops and specially-designed field study course work. In total, the course is expected to take about four years to complete (about 1,740 hours).

Courses are held in: Beit Berl College with 52 students, Tel Hai College with 41 students, Shar HaNegev College with 54 students, Histadrut Activists' School with 65 students (five more have recently joined). The total number of participants is 217, from 21 neighborhoods.

Participants are fairly evenly divided between men and women with the overwhelming majority between the ages of 26 and 45 years of age, married and with families. About 65% of participants have not completed high school and about 8% have not completed elementary school.

Project Renewal intends to continue the four courses this year in the next academic year and to add six-seven additional courses in order to include all 69 neighborhoods and reach about 600 activists.

B. Functional Leadership Training Program:

This program which does not lead to a formal academic degree is designed to train residents of all ages to fulfil specific functions in the neighborhood. The curriculum includes:

- a. Familiarizing the participants with their own locality the demography, industry and employment, available services etc.
- b. The local and regional structure its political and legal basis.
- c. Skill development public speakings, group leadership, using communicative tools (newspapers, pamphlets) etc.
- d. Broadening the cultural background and enrichment activities, e.g. how to go about getting an exhibit on loan, setting up concert programs or leisure activities etc.

Each class is composed of 30 adults which meets 20 times for four hours per meeting during half a year. The total of 80 hours may be extended if heavy emphasis is placed on the cultural activities. In that case, the course may last up to 100 hours.

Residents themselves determine the areas of concentration in the course according to need.

To date, half-year courses have been held in 24 neighborhoods for about 500 participants. Participants are about equally male and female, about 48% are between the ages of 36-55 years of age and 36% between 25-35 years of age. About 80% of participants have completed less than high school level formal education.

Courses have been enthusiastically received by neighborhood activists and the program is to be extended to all Renewal neighborhoods.

PROJECT RENEWAL

QUESTIONNAIRE FOR COMMUNITIES TO PRESENT TO THE PROJECT

SUGGESTED QUESTIONS

A. Withdrawal of Community Funding

- 1. What criteria are to be used to decide on whether a neighborhood has reached the stage when community funding can be withdrawn?
- What are the expectations of the neighborhoods in terms of a continuing relationship with their twinned community?
 - a) Are there any financial obligations that will be carried on beyond the initial commitment?
 - Maintenance Fund.
 - Continuation of special programs.
 - b) Is there a basis under which programs not based on funding can be developed?
 - Volunteer programs.
 - Continuing direct contact between community and neighborhood.
 - Specialized advisory services.

B. Undertaking of Programs and Projects After Withdrawal of Community Funding

- 1. What commitments exist on behalf of government ministries, to undertake programs and projects on a national basis that are now being funded by communities?
- 2. What commitments exist on behalf of local government to undertake such projects?
- 3. Are residents progressively undertaking financial responsibility for the continuation of programs?
- 4. How will decisions be made as to which programs and projects will be undertaken by which agency?
- 5. What will happen with the ownership of buildings constructed under the project which are presently owned by the Jewish Agency?
- 6. Will the Jewish Agency continue its involvement with problems of the socio-economic gap which began with Project Renewal?

C. Preparation of Residents for Independent Action

- Apart from the regular renewal process of decision-making, what steps are being taken to develop leadership skills and know-how among resident activists?
- What is being done in renewal neighborhoods to provide a basis for upward economic mobility?
- 3. Is the process of decision-making on a neighborhood level, begun by the project, to continue after community funding is withdrawn? What forms of neighborhood administration are foreseen to develop?



June 1982

PROJECT RENEWAL

QUESTIONNAIRE FOR THE PROJECT TO PRESENT TO THE COMMUNITIES

SUGGESTED OUESTIONS

With the acceleration of implementation and the definition of long term cash needs, on a neighborhood-by-neighborhood basis, how are communities organizing to meet these needs?

2. Twinning

- a) Certain twinning relationships have developed problems in the matter of funding capacity of the twinned communities, as against long term needs of the neighborhoods. Are large Jewish communities prepared to assist in solving these problems?
- b) Consideration is now being given to the addition of neighborhoods not yet included in the project. This would mean that, if the principle of twinning is to be continued, larger communities would be called upon to twin with more than one neighborhood. Are relevant communities prepared to take this step? If so, this would mean a commitment beyond the communities' withdrawal date for the neighborhoods presently in the project.
- 3. What do the communities foresee as their relationship with the twinned neighborhoods in Israel after the official date of withdrawal of community funding?
 - Endowment Fund.
 - Continuation of special social programs.
 - Volunteer programs.
 - Personal contact.
 - Expert consultation.
- 4. Are communities prepared to continue the concept of a separate campaign, to continue their involvement with solving problems of Israel's socioeconomic gap?

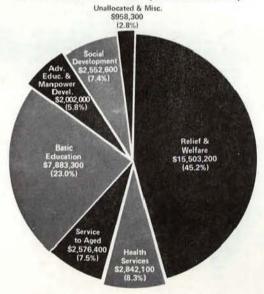
JDC Programs for 1978: A New Thrust

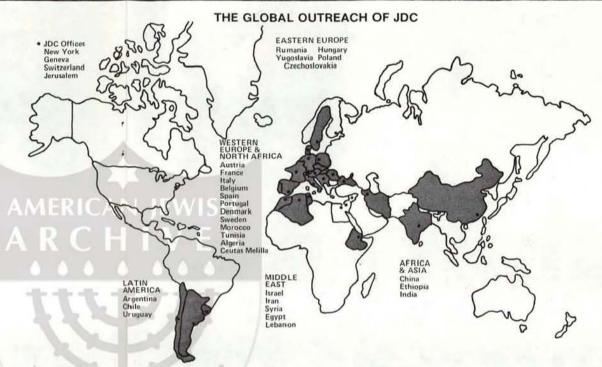
Since 1914, JDC has disbursed almost \$1.15 billion in over 40 countries so that individual Jews and Jewish communities might survive. As a barometer of Jewish life, JDC budgets have ranged from \$340,000 in 1932, to \$69,000,000 in 1947.

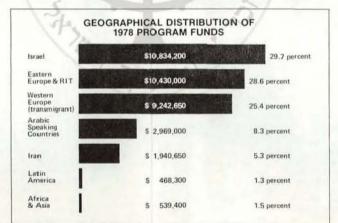
In 1976, over \$35,000,000 was spent, with almost \$2.2 million more appropriated in 1977. An additional \$1.7 million (4.5%) has been approved for 1978.

Indeed, the 1978 budget of approximately \$39.4 million is the largest amount to be made available since 1949, when the JDC spent over \$53.8 million.

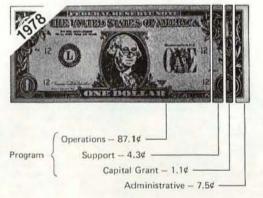
FUNCTIONAL DISTRIBUTION OF PROGRAM FUNDS (\$36.4 MILLION)







92.5¢ OUT OF EVERY JDC DOLLAR GOES FOR PROGRAM



Ma'asim **Tovim Award**

In passing the mantle of leadership from Jack Weiler to Don Robinson, JDC created a new tradition: the Ma'asim Tovim Award . . . honoring those who have excelled in good deeds.

In a commentary by Rashi, it is written: "The essence of man's life

is his good deeds."

In his service to JDC, Jack Weiler epitomized this ethic. In accepting the award from Don Robinson, while Edward M. M. Warburg, whose family helped build the Joint, looked on, Jack said:

"You do not honor me, but really JDC . . . which gives purpose to our life, which gives meaning to being Jewish, because Pikuah Nefesh, saving Jewish life, is what counts.

"It is written: 'Our days are like a



passing shadow.' It flies away, unless it has purpose, unless we can take some joy from life, and unless we can give back some of

our wealth.

'And for us, IDC's 3r's - rescue, relief and reconstruction - have given us much to be proud of."

Eshel: Serving the Elderly

During Israel's early years, IDC was closely linked to Malben. Now IDC has helped establish a new instrument to help the elderly: Eshel.

Israelis are getting old - or, more correctly, the proportion of the elderly population is rising. In fact it has more than doubled since 1948, and by 1980 almost 10 percent of the population will be over the age of 65, compared with 3.8 percent in 1948.

The question of aid to the elderly came to the fore as early as 1949 when mass immigration brought old, sick and handicapped people to the Jewish State. It was then that JDC established MALBEN to operate hospitals for the aged.

The JDC also began to draw up a master plan for the entire aged population that led to the establishment in 1969 of ESHEL, the Association for the Planning and Development of Services for the Aged.

The guiding policy of ESHEL is that chronological age is not identical with biological age, and that with the help of proper services, the aged may be assisted not only to continue their normal lives, but to add content to them as well. Apart from the humanitarian aspects, this approach results in considerable financial savings since it costs much less to maintain an aged person in the community rather than in an institution.

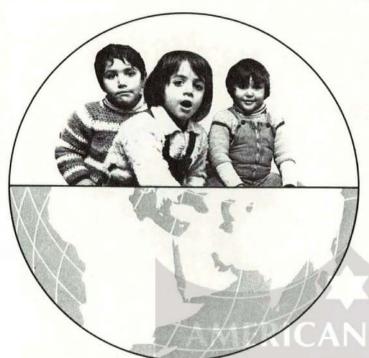
(Of the elderly Israelis polled in a recent survey, 91 percent indicated that they preferred to remain at home rather than move to an old age home.)

ESHEL has now established a wide spectrum of community services in a dozen parts of Israel. These services include day care in clubs, community centers and homes for the aged where the elderly engage in social and cultural activities, handicrafts and sheltered employment, with special transportation provided.

Home care is extended to the sick who require nursing. Teams including a doctor, physiotherapist, nurse and a social worker visit the elderly at home. This, together with periodic medical checkups, often prevents hospitalization.

Going a step further, ESHEL has been instrumental in the construction of special apartments for the aged, usually situated close to a home or community center. For the infirm, the chronically ill or those who for various reasons cannot remain in their homes, the Association, with the assistance of the Government, has initiated and funded the construction and maintenance of a number of model local and regional homes for the aged.

This represents a major change in practice. Previously, old-age homes were mostly reserved for the independent, ambulatory aged, who were often forced to leave their homes when they became ill, and their dependence on others became even greater. Many of these people, particularly the chronically ill, were occupying hospital beds urgently needed for persons requiring medical treatment.



A Global Budget for 1978

ARCHIVES

If you fly over Europe, in a matter of hours you can trace the migration of Jewish life, crossing centuries of Jewish history and culture, the achievements of a people and their legacy to mankind. From up above, you will see no national boundaries dividing men and nations, but neither will you see once-great Jewish communities . . . And further east, an imaginary — but very real—wall holds a third of our people in subjugation.

And as the traveler moves south, another sort of history passes. In minutes, one sees a glimpse of another golden age of Jewish life, where the Sephardim flourished for centuries, yet also met deprivation.

And then, like an oasis in the desert, from high above, our universe comes to focus on a strip of land we have dreamed of for centuries, a land that provides refuge and shelter, and the promise of something better for those whom the world rejected.

A capsule history of Jewish life, in a world where men and nations still cling to ancient hatreds and seek out Jews for special treatment.

And it is also a capsule view of why JDC moves in so many directions and why, now, as the Joint faces the future, it is full of trends and countertrends, which reflect changes within

the Joint, as well as reflecting the diverse needs of those JDC serves. Here is the picture of how JDC is

facing the future:

The Joint's 1978 budget is 4.5 percent more than 1977, a \$1.7 million increase, making the \$39.4 million budget the largest total since 1949.

This year, the JDC budget will also allocate more funds than ever for program operations.

"It is possible to take care of the future, only if we examine the ever-present realities . . . with an eye on the stream of change."

- Ben Gurion

Utilizing new budgeting and managerial techniques, JDC is streamlining its delivery system. This year, 92.5¢ of every dollar will be spent for programs. Local program support costs will account for 4.5¢, whereas 1¢ is for capital grants, and the remaining 7.5¢ for professional, technical and administrative support.

Relief and Welfare

Forty-five percent of all funds will

go for traditional JDC-type of support activity: relief and welfare. This includes: cash subsidies to individuals, assistance to individuals and communities for food, shelter and clothing, and school feeding programs.

Most of the \$15.5 million for relief and welfare, is designated for two programs: Relief-in-Transit and transmigrants.

The RIT budget is about \$7 million, and the transmigrant program costs an estimated \$5.5 million.

The RIT program provides packages to needy families in various Eastern European countries. The transmigrant program provides subsistence to individuals and families in Eastern European countries. Assistance is also provided for medical and old-age programs, as well as helping Jewish communities to survive.

Relief and welfare funds are also spent in countries as diverse as France and Yugoslavia, Algeria and India.

In Rumania, Poland and Hungary, cash assistance, food and clothing parcels, kosher kitchens, and medical care are provided to those in need.

In Israel, the Joint's efforts are directed toward old-age programs, community centers, the handicapped, the yeshivot and the religious community.

United Jewish Appeal 1939-1977



The merger creating the United Jewish Appeal was a direct response to the infamous Kristallnacht of November 10, 1938, when the synagogues of Germany were burned and scores of Jews were beaten and killed. The shattering of the glass of Jewish storefronts was brutally symbolic of decades of oppression and persecution throughout Europe. It literally crystallized the realization by the leaders of American Jewry that only a centralized fundraising body could fully mobilize the resources needed to meet the crisis confronting the Jews of Europe on the eve of World War II,

Corporate Members: JDC, UIA

The three signatories were Rabbi Jonah B. Wise, Rabbi Abba Hillel Silver and William Rosenwald. They represented, respectively, the American Jewish Joint Distribution Committee (JDC), the United Palestine Appeal and the National Coordinating Committee for Aid to Refugees. The UJA thus became the single American Jewish fundraising organization for the work of relief and rehabilitation in Europe, for immigration and settlement in Palestine and for refugee aid in the United States.

The senior constituent agency in the merger was the JDC, founded in 1914 to meet the welfare needs of the small Jewish settlement in Palestine and of East European Jews whose countries were transformed into battlegrounds following the outbreak of World War I, In the course of its 63-year history of rescue, relief and rehabilitation, the JDC has expended more than \$1.1 billion in supplying food, clothing, shelter, medical aid, child care, educational assistance, vocational training and economic rehabilitation to Jews in Israel and some 30 other countries. It also provides an annual subvention to the world-wide vocational training programs of the Organization for Rehabilitation through Training (ORT). The JDC remains one of the two corporate members of the United Jewish Appeal.

The United Palestine Appeal was established in 1925 to coordinate fundraising efforts in America devoted to the upbuilding of Jewish life in Palestine, Its functions expanded and evolved with the creation of the State of Israel and the growing magnitude of immigrant needs there; it is now known as the United Israel Appeal, Inc. (UIA). The UIA is the other corporate member of the United Jewish Appeal and, today, its principal beneficiary. Its primary responsibility is the supervision of the flow of funds and their expenditure for the resettlement and absorption of refugees in Israel. Through UIA, the American Jewish

United Jewish Appeal, 1939-1977

community is able to fulfill its commitments to Israel, both financially and as participants in the planning and direction of the activities of the Jewish Agency for Israel, which is the agent for both the UIA and Keren Hayesod (UJA's counterpart in 69 other countries). Since 1973, UIA has allocated more than \$1,500,000,000 to the Jewish Agency for philanthropic programs in Israel.

The Jewish Agency carries out the major tasks involved in the revival of Jewish life in Israel: the reception and absorption of immigrants from every corner of the earth. Its programs of immigration, initial absorption-including language training, housing, social welfare, rural settlement, youth services, education and higher education-are crucial to the daily lives and future hopes of hundreds of thousands of immigrants each year. The Jewish Agency budget is created with the full participation of the Board of Governors, on which non-Israeli board members have equal representation with Israelis and which is chaired by an American Jewish leader. The Agency's Budget and Finance Committee, also chaired by an American, has at least 35 percent representation from the United States.



Rabbi Abba Hillel Silver William Rosenwald Rabbi Jonah B. Wise

January 10, 1939

The American Jewish community acts for Jewish survival: the UJA is established.

Beneficiary Agencies: NYANA, HIAS

The National Coordinating Committee for Aid to Refugees, after several changes in designation, is now known as the New York Association for New Americans (NYANA). It was formed in 1933 after the Nazis gained power in Germany to help settle Jewish refugees from Europe in the United States, in cooperation with the Hebrew Immigrant Aid Society (HIAS).

NYANA today serves nearly half of all Jewish immigrants coming into the United States; its programs cover all aspects of their resettlement in the New York metropolitan area.

HIAS, Inc. aids Jewish immigrants to the U.S. and a number of other countries out-

side Israel. It works cooperatively with a large network of resettlement and social service agencies and in close coordination with organized Jewish communities in the U.S., Europe, Latin America and Australia.

These resettlement agencies help Jewish refugees and migrants begin new lives in an environment free of persecution and deprivation and give them a sense of community and belonging in their new homelands,

Flow of Funds

The United Jewish Appeal serves as the joint fundraising organization for its two corporate members. UJA's net revenue from each campaign is allocated by mutual agreement of the JDC and UIA. It is divided on a formula basis after an allocation to NYANA, and after a grant to HIAS authorized by the JDC and UIA based on HIAS' needs for the year.

With the funds distributed throughout its 39-year history to these beneficiary bodies, the UJA has contributed to the rescue and rehabilitation of more than three million men, women and children—about half of them immigrants brought to Israel. To accomplish this, from its inception through December 31, 1977, UJA collected \$4.3 billion dollars, expended \$175 million and distributed approximately \$4.1 billion to beneficiary agencies.

This has been accomplished through annual campaigns in almost 700 American Jewish communities. The bulk of these contributions is received through allocations to UJA from the campaigns of Jewish Federations and Welfare Funds in major U.S. communities. In these communities campaign revenue, less local expenses, is allocated to UJA and to local health, welfare and education programs. UJA receives all campaign revenue from non-federated communities, less local expenses.

1939-1944: The War Years

During World War II UJA realized a total of \$93.2 million in cash receipts. With these funds, UJA's agencies were able to rescue 162,000 Jews from Hitler's Europe. Of that total, 76,000 were brought to Palestine despite dangerous wartime conditions on land and sea; the other 86,000 reached the United States and other free countries. The 1939 campaign, the first under the aegis of the newly created UJA, produced \$11.5 million in cash, almost doubling the amount raised by the three component agencies the preceding year. By 1944, the last full year of the war, the amount had again been more than doubled, to \$26 million.

1945-1947: The DP Era

As the ghastly dimensions of the Holocaust and the desperate plight of the survivors in the DP camps became painfully clear, UJA leadership called for a new dimension in giving, setting a goal of \$100 million-considered impossible by many at the time-for the 1946 campaign. The American Jewish community met that goal and surpassed it the next year, when cash receipts totaled over \$110 million. Between the end of the war in 1945 and May, 1948, because of severe restrictions on Jewish immigration into Palestine, UJA funds were used primarily to provide relief and welfare to more than 250,000 displaced persons waiting on Cyprus, in Allied Occupation Zone camps and in the rubble of their former homes in Eastern Europe-waiting for the renewal beyond survival.

1948-1966: Homecoming

In 1948, the chance came for that renewal. With the proclamation of the State of Israel, UJA's leadership again called for—and the Jewish community of America again surpassed—a new peak in giving: the 1948 campaign produced more than \$147 million in cash. On the strength of that peak performance, augmented by funds raised by Keren Hayesod from the rest of free world Jewry, the 25,000 detainees on Cyprus were transferred to Israel and the DP camps emptied by 1950.

The community campaigns of 1949 through 1952 stressed the gathering into Israel of hundreds of thousands of Jews from Moslem lands. The funds produced made possible the "Magic Carpet" airlift to Israel of 50,000 men, women and children-virtually the entire Jewish population of Yemen... and the "Operation Ezra" airlift of 120,000 Jews from Iraq, the vast majority of that country's Jewish population.

During the balance of the 1950's and through most of the following decade, while continuing to support JDC's global programs of aid to remnant and struggling Jewish communities and its services to the aged and handicapped in Israel, the UJA concentrated on the challenge of the absorption of more than a million immigrants it had helped bring to Israel. It financed largescale programs of the Jewish Agency providing housing and employment as well as health, education and welfare services in an attempt to make Israel's newcomers selfsupporting citizens of their new homeland. UJA funds were largely responsible for the creation of 485 agricultural settlements between 1948 and 1963; and for the establishment of 22 development towns, centers

of both industrial and agricultural productivity, many of them in remote border and desert areas.*

During this period, migration to Israel continued from many parts of the world where Jews faced discrimination and persecution. The increasing inflow of immigrants from behind the Iron Curtain and from the Moslem world in the 1960's added seriously to the absorption problem. In response, the UJA called upon American Jewish communities to support special funds, supplementing the regular annual campaigns.

Until the outbreak of the Six Day War in 1967, the community response—while genuine, generous and wholehearted—fell short of matching the peak giving year of 1948. From 1958 through 1966 allocations had settled down to a plateau of approximately \$60 million annually.

1967-1976: We Are One

The plateau was shattered in 1967 in response to the Six Day War, when the UJA initiated the largest of its special funds, the Israel Emergency Fund. American Jews, including many who had never participated, pledged a combined total of \$322 million; cash receipts for the calendar year were a record \$235 million.

In the decade after that signal achievement—accelerated by the outpouring of funds following the Yom Kippur attack on Israel in 1973—the UJA, through the federated and non-federated campaigns and through the expanded outreach of its programs to an enlarged constituency, far exceeded what was previously thought to be the limits of American Jewish giving. It succeeded in maintaining high levels of annual campaign receipts in years without wars or major crises; pledges exceeded the Six Day War year level by almost 50 percent.

UJA's proudest achievements over the decade were: raising more pledges in peace-time 1971 and 1972 than in wartime 1967, and collecting more cash in each of the past three years than in any previous non-war year.

For the 1977 campaign year, pledges totaled approximately \$465,000 million. Allocations to UJA, representing 62 percent of federated community campaign pledges together with total non-federated commu-

*These programs have continued actively to date.
There are now more than 500 rural settlements
established by the Jewish Agency, and 29 development towns. In addition, the Agency has constructed more than 100,000 housing units for
immigrants.

nity campaign pledges, are estimated at \$300 million.

During the 1977 calendar year, UJA collected \$268,696,000 and transmitted to its constituent and beneficiary agencies \$245,436,000.

The UJA Today

Since the 1967 breakthrough, UJA has developed an informed and involved volunteer and professional leadership whose global outlook and sense of unity has deepened into a constructive and positive force in Jewish life. It has become a multipurpose, multi-faceted organization with skilled technicians in a variety of areas reaching out to the total Jewish community of the country: students-faculty-laymenwomen-young leaders-rabbis. It is involved in a wide variety of sophisticated domestic and international programs, including sensitivity training, group dynamics, seminars, practicums ... all for the purpose of upgrading the understanding and the fundraising effectiveness of its national officers, community chairmen, campaign leaders, workers and new recruits.

The leadership developed and motivated through these programs—which are carried out in consultation and coordination with the communities and with the Council of Jewish Federations and Welfare Funds (CJF)—has achieved broadness of vision and clarity of purpose on the strength of four principles:

- Raising money for the people of Israel is an honorable, dignified and vital part of Jewish life;
- It is an educational process enriched by increased knowledge and contact with Israel's people, creating the understanding that the Jewish horizon is beyond personal family and community;
- A generation still traumatized by the Holocaust has the right and obligation to ask every Jew to save and sustain all Jewish lives;
- Jerusalem is the cornerstone of Judaism and Israel the center of Jewish life ...consequently, the American Jewish community has a right to ask every Jew to be one in spirit with the people of Israel.

As the State of Israel reaches its 30th birthday and the United Jewish Appeal approaches the 40th anniversary of its inception, unsettled conditions throughout the world make it imperative for the American Jewish community to embrace those fundraising principles with increased vigor and to remain strong, united and vigilant in the decades ahead.

AMERICAN JEWISH A R C 1-1 V E S 1979 Year of Jewish Renewal at Home and Overseas

We Are One



PROJECT RENEWAL

SHIKUN DALET IN TIBERIAS

> TO FINISH THE TASK OF IMMIGRANT ABSORPTION

> The Covenant of Jewish Renewal Between American Jewry and the People of Israel

PROJECT RENEWAL COMMUNITY

AMERICAN JEWISH ARCHIVES

City:

TIBERIAS

Population:

3,258

Project Renewal Budget:

\$12,727,000

Shikun Dalet, in Tiberias, which houses about 810 families, is located on the periphery of this city on the Galilee. It's buildings are in poor physical condition and so is its infrastructure. Many families live in substandard conditions.

SHIKUN DALET

AMERICAN JEWISH A Rocial Indicators V E S

	Sub- Standard Housing %	Over- Crowded Units %	Average Wage in IL	% With No More Than 9th Grade Education	% Persons In Families With Welfare Assistance	% 65+ In Age
Shikun Dalet Average	12.0	30.9	5,242	71.0	17.8	4.1
Israeli Average	5.6	6.2	10,944	44.1	2.7	7.0

PROJECT RENEWAL

BUDGET FOR

SHIKUN DALET

AMERICAN JEWISH A \$12,727,000 H I V E S

Social Services

\$1,341,000

Community Infrastructure

\$4,980,000

Housing

\$6,406,000

New Units Projected

430

COMMUNITY INFRASTRUCTURE

(Including I.E.F.)

AMERICAN JEWISH ARCHIV PROJECTED COST

External Renovation (Buildings and Grounds)	250,000
New Apartment Subsidies	730,000
Community Facilities (Schools, Community Center, Day Care, Commercial Center)	1,500,000
Physical Infrastructure (Sewage, Roadways, Open Space, Etc.)	1,500,000
Compensation and Demolition Costs	1,000,000
Land Purchase	/-

TOTAL

\$ 4,980,000

HOUSING PLANS FOR SHIKUN DALET

NUMBER PROJECTED UNITS COST New Apartment Construction to Rehouse 150 3,750,000 Slum-Dwellers Purchase of Existing Units to Rehouse 100 2,000,000 Slum-Dwellers 130 Rehabilitation of Existing Substandard 156,000 Expansion of Existing Units to Relieve 50 500,000

TOTAL

A.

В.

C.

D.

Units

Overcrowding

430

\$ 6,406,000

SOCIAL SERVICES

			Current State of Service	Projected Cost
				
	Α.	Employment Skills Training	Inadequate	275,000
	В.	Aggressive Job Finding	Inadequate	75,000
	c.	Home Management/Budgeting	Non existent	75,000
	D.	Homework Helper/Tutoring	Non existent	15,000
	Ε.	Service For The Aged	Adequate	, .
	F.	Meals-On-Wheels for Aged/Infirm	Adequate	
	G.	Family Counseling Service	Inadequate	75,000
	н.	Youth Employment Service	Inadequate	40,000
	ı.	Day Care	Adequate	
DDITI	ONAL PR	TORITY SOCIAL SERVICE PROGRAMS:	2	
	J.	Social Services for Youth in Trouble	Inadequate	200,000
	к.	Community Work Services	Inadequate	75,000
		TOTAL SOCIAL AND EMPLOYMENT SERVICE	is	830,000
lew Hea	alth, E	ducational and Other Social Services		251,000
lanniı	ng and	Community Work Staff		260,000
		TOTAL COST OF ALL SOCIAL SUPPORT		\$ 1,341,000

The Vision of a Model Society

1948 ... Exodus and Redemption 1949 ... Operation Magic Carpet

1950 ... On the Wings of Eagles

1978 ... Project Renewal

THEY ARE the descendants of the exiles who were taken in chains from Jerusalem when the Temple fell in the 5th Century BCE.

They are the legacy of the deprivation our people have been subjected to for centuries.

They are the children of those who fled the Arab massacres and now languish in the remnants of the asbestos huts called the ma'abarot.

They are the children of the next generation who must secure Israel... make new strides in science and technology... and build for tomorrow.

They are the "forgotten Israel." They represent a part of the immigrant absorption process we never finished: some 200,000 children, 300,000 people, 45,000 families.

They represent a poverty sub-culture for a society that can ill-afford to waste its precious human resources.

Many of them live in communities that line the "corridor" between Tel Aviv and Jerusalem in the remains of the Ma'abarot or older, inadequate communities, where housing must be renovated or demolished.

They live four, five and six to a room, in apartments which are crammed one on top of the other in Tel Aviv, Haifa and Jerusalem.

This is the residue of the unfinished job of absorption from the days of mass immigration. From 1948-1952, between 170,000 to 250,000 immigrants entered Israel each year. By the end of 1952 the number of foreign-born represented 74.8 per cent of the population.

Faced with war, Israel turned to the Jewish Agency to help house the new immigrants. Almost 29,000 homes were built in three years. But it was insufficient. Thousands were housed in abandoned Arab villages, and immigrant staging camps.

In 1950, ma'abarot — transitional camps — came into being ... simple asbestos structures. Within two years, 113 ma'abarot centers, housing 250,000 immigrants, were built.

A generation later, on Israel's 30th Anniversary, 13 ma'abarot communities still exist, and there are 160 communities in need of renewal ... with 45,000 families ready to be "reabsorbed" into Israeli society.

Project Renewal, a \$1.2 billion comprehensive social and physical program, is the answer to the challenge of "re-absorbing" these 45,000 families. It is a partnership between world Jewry and the people of Israel, with each assuming responsibility for \$600 million.

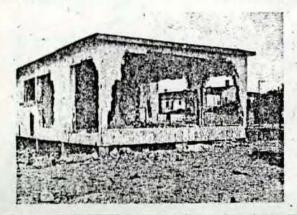
Of World Jewry's share, the United Jewish Appeal is being asked to assume a goal of \$400m, and the Keren Hayesod countries, \$200 million. The first stage of Project Renewal will focus on renewing 30 communities at a cost of \$360 million. These 30 communities have virtually no sense of being real neighborhoods. Many of the apartments have to be virtually rebuilt.

Can the job be done? Is it a dream? In the Hatikva Quarter of Tel Aviv, the vision is being built. A model of a new society is taking shape alongside of the teeming slums.

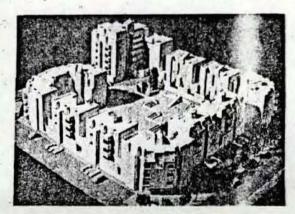
It's called Kfir, a new hind of Jewish spirit. It's a mixing in Hebrew of two words, renewal and neighborhood. For in this new neighborhood of Kfir, the children of those immigrants we first brought to Eretz Yisrael 30 years ago will have a chance to be "reabsorbed."

Theodor Herzl wrote: "Whoever would change men, must first change the conditions of their lives." This is the challenge of Project Renewal.

JEFFREY HODES









PROJECT RENEWAL

IR GANIM GIMMEL IN JERUSALEM

> TO FINISH THE TASK OF IMMIGRANT ABSORPTION

> The Covenant of Jewish Renewal Between American Jewry and the People of Israel

PROJECT RENEWAL COMMUNITY

IR GANIM GIMMEL

ARCHIVES

City:

JERUSALEM

Population:

2,500

Project Renewal Budget: \$6,032,000

This quarter was built in the 1960's for immigrant families living in derelict housing all over Jerusalem. The buildings are multi-story and the apartments are too small (2-2 and one-half rooms) to house large Sephardic families (8-10 persons), who belong to the weakest socio-economic strata. The neighborhood runs a high risk of becoming a major focus of delinquency.

IR CANIM CIMMEL

Social Indicators

AMERICAN JEWISH

	Sub- Standard Housing %	Over- Crowded Units %	Average Wage In IL	% With No More Than 9th Grade Education	% Persons In Families With Welfare Assistance	% 65+ In Age
Ir Ganim Average	20.0	31.6	6,687	51.6	3.8	4.5
Israeli Average	5.6	6.2	10,944	44.1	2.7	7.0

PROJECT RENEWAL

BUDGET FOR

IR GANIM GIMMEL

AMEGOSZ,000 JEWISH ARCHIVES

> Community Infrastructure

Projected Need

\$2,500,000

Social Services

\$1,037,000

Housing

\$2,495,000

New Units Projected

200

COMMUNITY INFRASTRUCTURE

(Including I.E.F.)

MERICAN IEW S

External Renovation (Buildings and Grounds)

625,000

New Apartment Subsidies

Community Facilities (Schools, Community Center, Day Care, Commercial Center) 750,000

Physical Infrastructure (Sewage, Roadways, Open Space, Etc.) 1,125,000

Compensation and Demolition Costs

Land Purchase

TOTAL

\$ 2,500,000

HOUSING PLANS FOR IR GANIM GIMMEL

NUMBER PROJECTED UNITS COST New Apartment Construction to Rehouse 1,875,000 25 Purchase of Existing Units to Rehouse 500,000 100 Rehabilitation of Existing Substandard 120,000

TOTAL

Expansion of Existing Units to Relieve

Λ.

B.

C.

D.

Slum-Dwellers

Slum-Dwellers

Overcrowding

Units

200

\$ 2,495,000

SOCIAL SERVICES

		Current State of Service	Projected Cost
۸.	Employment Skills Training	Adequate	
В.	Aggressive Job Finding	Adequate	-
c.	Home Management/Budgeting	Adequate	
D.	Homework Helper/Tutoring AMERICAI	Inadequate	10,000
Ε.	Service For The Aged ARCH	Low Priority) have take
F.	Meals-On-Wheels for Aged/Infirm	Low Priority	
G.	Family Counseling Service	Inadequate	75,000
н.	Youth Employment Service	Inadequate	40,000
1.	Day Care	Inadequate	175,000
ADDITIONAL	PRIORITY SOCIAL SERVICE PROGRAMS:	5/	
J.	Drug and Alcohol Abuse Programs	Inadequate	75,000
к.	Services For The Retarded And Other Specially Disabled	Inadequate	200,000
	TOTAL SOCIAL AND EMPLOYMENT SERVICES		575,000
New Health	, Educational And Other Social Services		202,000
Planning a	nd Community Work Staff		260,000
	TOTAL 5 YEAR COST OF ALL SOCIAL SUPPORT	ERS	\$ 1,037,000

The Vision of a Model Society

1948 ... Exodus and Redemption 1949 ... Operation Magic Carpet 1950 ... On the Wings of Eagles

1978 ... Project Renewal

THEY ARE the descendants of the exiles who were taken in chains from Jerusalem when the Temple fell in the 5th Century BCE.

They are the legacy of the deprivation our people have been subjected to for centuries.

They are the children of those who fled the Arab massacres and now languish in the remnants of the asbestos huts called the ma'abarot.

They are the children of the next generation who must secure Israel... make new strides in science and technology... and build for tomorrow.

They are the "forgotten Israel." They represent a part of the immigrant absorption process we never finished: some 200,000 children, 300,000 people, 45,000 families.

They represent a poverty sub-culture for a society that can ill-afford to waste its precious human resources.

Many of them live in communities that line the "corridor" between Tel Aviv and Jerusalem in the remains of the Ma'abarot or older, inadequate communities, where housing must be renovated or demolished.

They live four, five and six to a room, in apartments which are crammed one on top of the other in Tel Aviv, Haifa and Jerusalem.

This is the residue of the unfinished job of absorption from the days of mass immigration. From 1948-1952, between 170,000 to 250,000 immigrants entered Israel each year. By the end of 1952 the number of foreign-born represented 74.8 per cent of the population.

Faced with war, Israel turned to the Jewish Agency to help house the new immigrants. Almost 29,000 homes were built in three years. But it was insufficient. Thousands were housed in abandoned Arab villages, and immigrant staging camps.

In 1950, ma'abarot — transitional camps — came into being ... simple asbestos structures. Within two years, 113 ma'abarot centers, housing 250,000 immigrants, were built.

A generation later, on Israel's 30th Anniversary, 13 ma'abarot communities still exist, and there are 160 communities in need of renewal ... with 45,000 families ready to be "reabsorbed" into Israeli society.

Project Renewal, a \$1.2 billion comprehensive social and physical program, is the answer to the challenge of "re-absorbing" these 45,000 families. It is a partnership between world Jewry and the people of Israel, with each assuming responsibility for \$600 million.

Of World Jewry's share, the United Jewish Appeal is being asked to assume a goal of \$400m. and the Keren Hayesod countries, \$200 million.

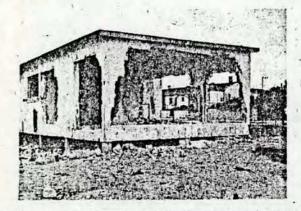
The first stage of Project Renewal will focus on renewing 30 communities at a cost of \$360 million. These 30 communities have virtually no sense of being real neighborhoods. Many of the apartments have to be virtually rebuilt.

Can the job be done? Is it a dream? In the Hatikva Quarter of Tel Aviv, the vision is being built. A model of a new society is taking shape alongside of the teeming slums.

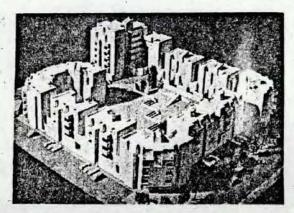
It's called Kfir, a new kind of Jewish spirit. It's a mixing in Hebrew of two words, renewal and neighborhood. For in this new neighborhood of Kfir, the children of those immigrants we first brought to Eretz Yim ael 30 years ago will have a chance to be "reabsorbed."

Theodor. Herzi wrote: "Whoever would change men, must first change the conditions of their lives."
This is the challenge of Project Renewal.

JEFFREY HODES









IN HAIFA



TO FINISH THE TASK
OF IMMIGRANT ABSORPTION

The Covenant of Jewish Renewal Between American Jewry and the People of Israel PROJECT RENEWAL COMMUNITY

NEVE YOSEPH

ARCHIVES

City:

HAIFA

Population:

3,000

Project Renewal Budget:

\$4,642,500

The older part of Neve Yoseph, a community in the port city of Haifa, was built after World War II to house veteran soldiers. In the beginning of the 1970's, new units were added to absorb large families of first and second generation immigrants. There continues to exist tension between the neighborhood's two population groups. The older area has serious physical problems and the newer area shortage of important social services.

AMERICAN JEWISH A Social Indicators V E S

	Sub- Standard Housing %	Over- Crowded Units %	Average Wage in I1	% With No More Than 9th Grade Education	% Persons In Families With Welfare Assistance	% 65+ In Age
Neve Yoseph Average	8.0	1.3	11,982	28.0	0.4	9.0
Israeli Average	5.6	6.2	10,944	44.1	2.7	7.0

PROJECT RENEWAL

BUDGET FOR

NEVE YOSEPH

AMERICAN JEWISH

\$ 4,642,500

Community Infrastructure

\$ 2,422,500

Social Services

\$ 790,000

Housing

\$1,430,000

New Units Projected

105

COMMUNITY INFRASTRUCTURE

(Including I.E.F.)

AMERICAN JEWISH ARCHIV PROJECTED COST

\$ 2,422,500

External Renovation (Buildings and Grounds)	62,500
New Apartment Subsidies	160,000
Community Facilities (Schools, Community Center, Day Care, Commercial Center)	1,200,000
Physical Infrastructure (Sewage, Roadways, Open Space, Etc.)	1,000,000
Compensation and Demolition Costs	17/
Land Purchase	-

TOTAL

HOUSING PLANS FOR NEVE YOSEPH

ARCH NUMBER NUMBER UNITS PROJECTED COST New Apartment Construction to Rehouse 150 3,750,000 Slum-Dwellers Purchase of Existing Units to Rehouse 100 2,000,000 Slum-Dwellers

Rehabilitation of Existing Substandard

Expansion of Existing Units to Relieve

A.

В.

C.

D.

Units

Overcrowding

TOTAL 105 \$ 1,430,000

130

50

156,000

500,000

SOCIAL SERVICES

			Current State of Service	Projecte Cost	ed
	Α.	Employment Skills Training	Adequate		
	В.	Aggressive Job Finding	Adequate		
	С.	Home Management/Budgeting	Non existent	75,000	
	D.	Homework Helper/Tutoring	Adequate		
	Ε.	Service For The Aged	Adequate		
	F.	Meals-On-Wheels for Aged/Infirm	Non existent	90,000	
	G.	Family Counseling Service	Adequate		
	н.	Youth Employment Service	Adequate		
	I.	Day Care	Adequate		
ADDITIO	NAL PRI	ORITY SOCIAL SERVICE PROGRAMS:	. ^//		
	J.	Special Services for Youth in Trouble	Inadequate	200,000	
5		TOTAL SOCIAL AND EMPLOYMENT SERVICES		365,000	
New Hea	lth, Ed	lucational and Ohter Social Services		215,000	
Plannin	g and (Community Work Staff		210,000	
		TOTAL		\$ 790,000	٠
		30			-

The Vision of a Model Society

1948 ... Exodus and Redemption 1949 ... Operation Magic Carpet 1950 ... On the Wings of Eagles

1978 ... Project Renewal

THEY ARE the descendants of the exiles who were taken in chains from Jerusalem when the Temple fell in the 5th Century BCE.

They are the legacy of the deprivation our people have been subjected to for centuries.

They are the children of those who fled the Arab massacres and now languish in the remnants of the asbestos buts called the ma'abarot.

They are the children of the next generation who must secure Israel... make new strides in science and technology... and build for tomorrow.

They are the "forgotten Israel." They represent a part of the immigrant absorption process we never finished: some 200,000 children, 300,000 people, 45,000 families.

They represent a poverty sub-culture for a society that can ill-afford to waste its precious human resources.

Many of them live in communities that line the "corridor" between Tel Aviv and Jerusalem in the remains of the Ma'abarot or older, inadequate communities, where housing must be renovated or demolished.

They live four, five and six to a room, in apartments which are crammed one on top of the other in Tel Aviv, Haifa and Jerusalem.

This is the residue of the unfinished job of absorption from the days of mass immigration. From 1948-1952, between 170,000 to 250,000 immigrants entered Israel each year. By the end of 1952 the number of foreign-born represented 74.8 per cent of the population.

Faced with war, Israel turned to the Jewish Agency to help house the new immigrants. Almost 29,000 homes were built in three years. But it was insufficient. Thousands were housed in abandoned Arab villages, and immigrant staging camps.

In 1950, ma'abarot — transitional camps — came into being ... simple asbestos structures. Within two years, 113 ma'abarot centers, housing 250,000 immigrants, were built.

A generation later, on Israel's 30th Anniversary, 13 ma'abarot communities still exist, and there are 160 communities in need of renewal ... with 45,000 families ready to be "reabsorbed" into Israeli society.

Project Renewal, a \$1.2 billion comprehensive social and physical program, is the answer to the challenge of "re-absorbing" these 45,000 families. It is a partnership between world Jewry and the people of Israel, with each assuming responsibility for \$600 million.

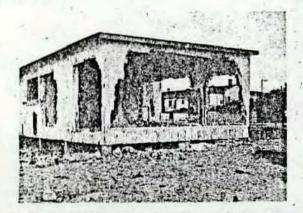
Of World Jewry's share, the United Jewish Appeal is being asked to assume a goal of \$400m. and the Keren Hayesod countries, \$200 million. The first stage of Project Renewal will focus on renewing 30 communities at a cost of \$360 million. These 30 communities have virtually no sense of being real neighborhoods. Many of the apartments have to be virtually rebuilt.

Can the job be done? Is it a dream? In the Hatikva Quarter of Tel Aviv, the vision is being built. A model of a new society is taking shape alongside of the teeming slums.

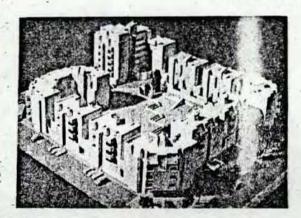
It's called Kfir, a new kind of Jewish spirit. It's a mixing in Hebrew of two words, renewal and neighborhood. For in this new neighborhood of Kfir, the children of those immigrants we first brought to Eretz Yisrael 30 years ago will have a chance to be "reabsorbed."

Theodor Herzl wrote: "Whoever would change men, must first change the conditions of their lives." This is the challenge of Project Renewal.

JEFFREY HODES



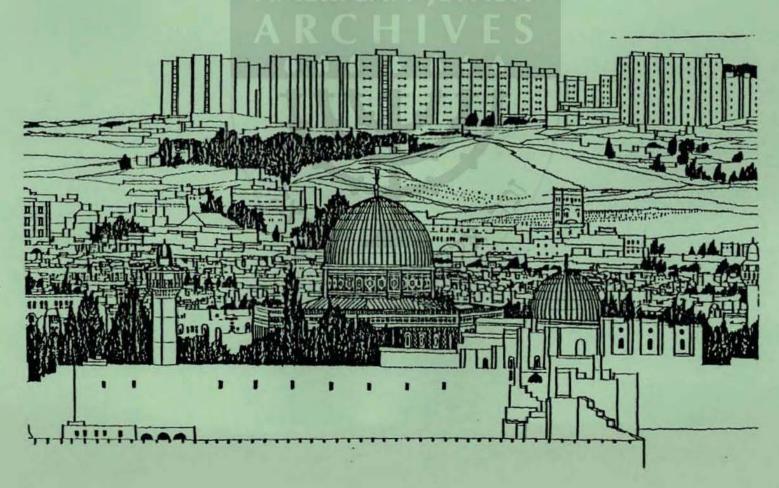




Israel at 30:

Project Renewal

The Vision of a Model Society



בן שלושים לכוח Ben Shloshim L'Koach



The strength to complete the task.

AMERICAN JEWISH
A The task of a simmigrant absorption.

The process of absorption that we never had enough time nor money to complete.

ARCHIVES

This is

Project Renewal

The redemption, the reabsorption of 45,000 immigrant families.

An expression of our 30 Years of Partnership

1948 Exodus and Redemption1949 Operation Magic Carpet1950 On the Wings of Eagles

1978 Project Renewal

AMERICAN JEWISH

The Creation of a Jewish State

From May, 1948 to December, 1951 Israel's population nearly doubled.

650,000 to 1,015,000

The flood of Jewish refugees was so great, that the combined Jewish populations of

Baltimore
Boston
Cleveland
Detroit
Metro New Jersey
Pittsburgh
St. Louis &
San Francisco

would equal those coming to Israel between 1948-51 688,700.

Immigration: Pressure Points for Absorption

(in thousands) Total Number	Year	50	80	100	150	170	180	200	230	240
101,800	1948									
239,600	1949			-						
170,200	1950									
175,100	1951				-			MARK.		
56,200	1956			-	1					
72,600	1957		12	5/						
61,400	1962		1		V					
66,500	1963		126							
56,800	1964			•						
55,800	1972									

Slide 39A

UJA Cash Flow to Israel 1948-51 (in millions)

A	MERICA Year	Campaign Totals	To Israel	Immigration
A	1948	\$200	\$67	101,800
	1949	\$131	\$56	239,600
	1950	\$100	\$52	170,200
	1951	\$ 90	\$56	175,100
	The state of the s			

How Immigrants Were First Housed

1948-49	Abandoned Ara Jaffa Lod Jerusalem	ab Villages Ramla Haifa
1950	Maabarot (Tran Tents Barracks Asbestos huts	sition Camps)
1951	New Housing Size: 300 sq. ft. Poor plumbing Faulty wiring	Improper foundations Limited community facilities

Growing Pains

As the great "in-gathering" continued, hostile neighbors, a neglected soil and the problems of absorbing over half-a-million people from 72 countries, frustrated attempts to provide a quality of life.

With wave upon wave of immigrants seeking refuge in the 1950s...those fleeing North Africa...Hungary...Egypt...and Poland needed roofs over their heads.

Economic strains, border threats and war in 1956 and 1967 delayed the job of completing the absorption of the first generation of immigrant families.

After 1967, the economy grew, new homes were built, and new schools helped an immigrant society take its place in the world.

But a society that continued to spend half of its human resources on defending itself did not have the means to finish the absorption process.

AM Eradicating Poverty: A Record of Achievement

ARCHIVES

Families Living in Overcrowded Conditions

1969 115,000

1973 64,000

1978 45,000

Israel: Post-Yom Kippur War 1974-78

Rising prices Higher taxes Devaluation



Trade deficit Depleted currency reserves



Cutbacks Austerity measures Decreased earnings



Silde 45

Jewish Agency Budget cuts: Housing stopped Education stagnating



The Consequences

Neglect led to deprivation.

Deprivation led to lack of opportunity.

Lack of opportunity led to a social gap.

AMERICAN IEWISH

As Israel's Minister of Social Betterment Israel Katz says:

"Not only will time fail to 'do the rest,' but gaps will become more acute without an energetic policy... what's at stake is the future of the next generation..."

The Problem

AMERICAN JEWISH

45,000 families live in poor housing conditions

of this number, 27,000 families live in condemned houses

and 18,000 families live three-or-more per room

45,000 families = 300,000 people = 10% of Israel's population

of this total, 20,000 children = 8% of Israel's population

Understanding the Impact of 300,000 People Living in Distress: in American Terms

Israel's Distressed Population

300,000

Jewish Population of Philadelphia

350,000

Jewish Population of Chicago

253,000

Jewish Population of Miami

225,000

This is the challenge of Project Renewal

A new beginning for 45,000 immigrant families, comprising 300,000 second-generation Israelis, living in 160 overcrowded communities.

Ultimate Cost: \$1.2 billion

American

Jewry's Share: \$400 million

Ultimate Objective of Project Renewal: the Renewal of 45,000 Families Living in 160 Communities

First stage of renewal in the next three years is for

30 Communities

9,000 Families

60,000 People

\$360,000,000 Program

\$120,000,000 American Jewry's Share

The First 30 Communities Slated for Renewal

City R C A N E Community

Ashkelon Migdal
Bat Yam Maabara
Herzliya Neve Israel
Holon Jesse Cohen

Jerusalem Katamon Tet and Chet

Lod Banit Petah Tikvah Amishav

Ramat Gan Ramat Shikma

Ramla Old City
Rishon L'Zion Ramat Eliahu
Tel Aviv Hatikvah

Yahud Mirkaz Hayishu Yavne Schunat Haholot

City **Tiberias** Jaffa - Tel Aviv Nesher Haifa Eliat **Tirat Hacarmel** Tel Aviv Lod Kfar Saba Tel Aviv Nahariya Jerusalem Beersheva Beersheva Or Yehuda Kiryat Malachi Jerusalem

Community Shikun Dalet Jaffa Dalet Tel Hanan Neve Joseph Schunat Alef Rambam/Bialik **Neve Sharrett** Neve Zait Kaplan/Yosephtal Neve Eliezer Givat Katznelson Ir Ganim Gimel Schunat Bet Schunat Gimel Amidar Kibbutz Galiut

Morasha

For the 1979 Campaign: 3 Target Communities

AMERICAN JEWISH

City C H I V E Community

Ashkelon Migdal

Herzliya Neve Yisrael

Jerusalem Katamon Tet & Chet

First Stage Objective: Renewal of 30 Communities in 3 years

AMERICAN JE

Estimated Cost:

\$360 million

AR

People of Israel's Share

\$180 million

World Jewry's Share

\$180 million

Of World Jewry's \$180 million,

American

Jewry's Share

\$120 million

Keren Hayesod

\$ 60 million

Fiscal Review of Project Renewal

Total Cost: \$1.2 billion

World Jewry's Share: \$600 million

of which

American Jewry's

Share: \$400 million

First Stage

American

Objective: \$120 million

Second Stage of Renewal

Based on the experience of the 1st Stage of Renewal, the program will be re-evaluated, and its pace accelerated for the next 30 communities slated for renewal until the unfinished job of the absorption of 45,000 immigrant families is completed.

3-Year Renewal of 30 Communities

Housing (new & renewed apartments) \$229 million

Social Services \$29 million

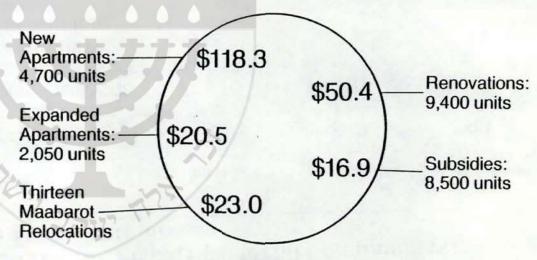
Community Infrastructure (includes IEF) \$102 million

Total: \$360 million

\$360 Million Fiscal Plan for 30 Communities in Three Years (in millions)

Function AN JE	1st year	2nd year	3rd year
Housing	\$56	\$80	\$93
Social Services	6	10	13
Community Infrastructure (includes IEF)	34	30	38
Total	\$96	\$120	\$144

Setting Housing Priorities for 30 Communities (in millions)



Total: \$229 million

What It Costs to Help Re-absorb One of the 45,000 Families

AMERICAN JEWISH	
Type of Apartment	Cost
Suitable for Large Family	\$29,000
Suitable for Young Couple	\$20,000
Enlarge Existing Unit	\$10,000

Why Project Renewal?

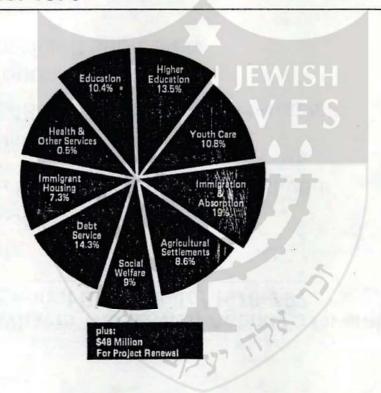
Chick of the second ...

Hasn't UJA campaigned to help these 45,000 families for the last few years?

Yes, but... AMERICAN JEWISH every year since the Yom Kippur War:

- * The Jewish Agency has been forced to divert funds to meet unexpected emergencies
- * UJA dollars going to Jerusalem have not met expectations
- * The Jewish Agency has been forced into deficit financing

What Are The Jewish Agency's Priorities for 1979?



What is The Jewish Agency's Overall Budget Estimate for 1978-79?

\$350 million: a \$121 million cut from last year plus \$48 million for Project Renewal: funds which will be handled separately

What is Different About Project Renewal?

Hasn't UJA spoken about helping these 45,000 families in the past?

Yes, but, as Israel's priorities keep changing, so have the challenges confronting The Jewish Agency.

Some examples:

Housing

This year, \$25 million is budgeted for housing.

Ninety percent goes for purchasing and maintaining housing for

- A) New immigrants
- B) Recent immigrants

Ten percent goes toward alleviating the plight of these 45,000 families, the older, or former-generation of immigrants.

Housing

AMERICAN JEWISH

The impact of this 10 percent of the Agency's housing budget is another matter. It is minimal. Some examples:

- * 112 new apartments will be completed this year for older immigrants.
- * 14 new units will be built.
- * 40 new rooms will be built for 40 older-immigrant families.
- * 10 projects to help improve neighborhoods will begin.

Debt Service

ARCHIVES

To finance these emergencies, the Agency – and through it, U.I.A. – has been forced into the open market to borrow, as UJA and Keren Hayesod receipts have *not* kept pace with expectations.

Debt service this year is \$50 million!

Youth Aliyah

AMERICAN JEWISH

To help begin the war on poverty, the Agency converted Youth Aliyah into a teen-age "Head-start" program, *tripling* expenditures and the numbers of youth helped, from 4,000/year to over 18,000 this year.

Education

When Israel could *not* implement its laws mandating free and compulsory education through High School – the 10th grade – the Agency began giving out up to 100,000 scholarships, an expense previously *not* incurred.

Universities

For the last 3 years, the Agency has given the 7 universities from \$80 to \$47 million each year, where previously it gave nothing.

Summary Profile of 3 Targeted Communities

Λ	Community	City /	Families in Distress	Character of Housing	3-Year Cost
	Katamon Chet & Tet	Jerusalem	1,000	Overcrowded urban high- rise houses	\$ 8.6 million
	Neve Israel	Herzliya	100	Dilapidated, one-story asbestos	\$19.4 million

Ashkelon

Migdal

row houses

Abandoned, Arab clay houses

600

\$24.6 million

Some Social Comparisons

AN	AERICAN JEWISH Community V F C	Less than 9th Grade Education	Welfare Cases
. A	Israeli Average	44.1%	2.7%
	Katamon	52.5%	10.0%
	Neve Israel	58.0%	5.6%
13	Migdal	64.4%	10.5%

AMEKatamon JEWISH

ARCHIVES

Housing: \$4 million Units projected: 320

Social Services: \$2.4 million (Present status: Inadequate to non-existent)

Community Infrastructure Projected need: \$1.6 million

Neve Yisrael

AMERICAN JEWISH

Housing: \$10.8 million Units projected: 635

Social Services: \$3.4 million (Present status: Inadequate to non-existent)

Community Infrastructure Projected need: \$3.2 million

Migdal

Housing: \$11.7 million Units projected: 564

Social Services: \$1.1 million (Present status: Inadequate to non-existent)

Community Infrastructure Projected need: \$10.4 million

In Summary AN JEWISH

AKCHIVES

After 30 years, the hope of a renewed people seeking peace is to find time to breathe and go back to the <u>unfinished</u> business of immigrant absorption. Otherwise the gap will grow, threatening to erode Israel's cohesiveness.

The Challenge

"Whoever would change men, must first change the conditions of their lives..."

-Theodor Herzl

PREPARED BY

JEFFREY L. HODES

IN CONSULTATION WITH

HARRY ROSEN

SECRETARY GENERAL
THE JEWISH AGENCY

MELVIN MOGULOFF

DIRECTOR OF PLANNING THE JEWISH AGENCY

ZELIG CHINITZ

ISRAEL REPRESENTATIVE UNITED ISRAEL APPEAL

ELIEZER JAFFE

THE PAUL BAERWALD SCHOOL THE HEBREW UNIVERSITY

WITH THE COOPERATION OF

DAN SHIMSHONI

DIRECTOR, INTER-MINISTERIAL COMMITTEE FOR THE NEW SOCIAL PROGRAM DEPUTY PRIME MINISTER'S OFFICE

CHAGIT CHUVAL

DIRECTOR OF URBAN REHABILITATION MINISTRY OF HOUSING, ISRAEL

· DANNY GAL

DIRECTOR OF PLANNING SOCIAL WELFARE MINISTRY

AND THE ASSISTANCE OF THE ISRAEL EDUCATION FUND

ELIEZER SHAVIT

DOV SINAL

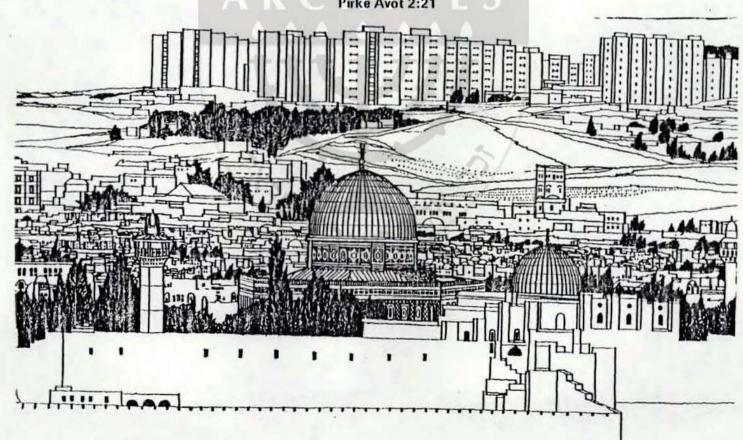
ISRAEL AT 30

The Vision of a Model Society

PROJECT RENEWAL

"It is not your duty to complete the task, But neither are you free to refrain from it."

Pirke Avot 2:21



PROJECT RENEWAL AMERICAN JEWISH ARCHIVES

THE RE-ABSORPTION OF 45,000

IMMIGRANT FAMILIES

30 YEARS OF PARTNERSHIP

1948... ON THE WINGS OF EAGLES

1949... OPERATION MAGIC CARPET

1978... PROJECT RENEWAL

THE CREATION OF A JEWISH STATE

AMERICAN IEWISH

From May, 1948 to December, 1951
ISRAEL'S POPULATION NEARLY DOUBLED

650,000 то 1,015,000

THE FLOOD OF JEWISH REFUGEES

WAS SO GREAT, THAT ...

POPULATION OF ...

- -- BALTIMORE
- -- BOSTON
- -- CLEVELAND
- -- DETROIT
- -- METRO NEW JERSEY
- -- PITTSBURGH
- -- ST. LOUIS
- & SAN FRANCISCO

COMING TO ISRAEL
BETWEEN 1948 - 51

688,700

IMMIGRATION:

PRESSURE POINTS

FOR ABSORPTION

(IN THOUSANDS)

TOTAL NUMBER	YEAR	50 A M 80 R C 100 N 150 / S 170 180 200 230 240
101,800	1948	TENNERAL IVES
239,600	1949	
170,200	1950	
175,100	1951	CETTIVE TOWNS OF THE PARTY OF T
56,200	1956	
72,600	1957	
61,400	1962	
66,500	1963	
56,800	1964	end the table of table o
55,800	1972	

HOW IMMIGRANTS WERE FIRST HOUSED

1948 - 49	AMERICA JEVIS	1951
ABANDONED ARAB	MAABAROT	NEW
VILLAGES	(TRANSITION CAMPS)	HOUSING
JAFFA	TENTS	SIZE: 300 SQ. FT.
LOD	BARRACKS	POOR PLUMBING
JERUSALEM	ASBESTOS HUTS	FAULTY WIRING
RAMLA	(e), 105	IMPROPER FOUNDATIONS
HAIFA	3777	LIMITED COMMUNITY
		FACILITIES

GROWING PAINS

As the great "in-gathering" continued, hostile neighbors, a neglected soil and the problems of absorbing over half-a-million people from 72 countries, frustrated attempts to provide a quality of life.

AMERICAN IEWISH

WITH WAVE UPON WAVE OF IMMIGRANTS SEEKING REFUGE IN THE 1950s ... THOSE FLEEING NORTH AFRICA ... HUNGARY ... EGYPT ... AND POLAND NEEDED A ROOF OVER THEIR HEAD.

ECONOMIC STRAINS, BORDER THREATS AND WAR IN 1956 AND 1967 DELAYED THE JOB OF GOING BACK TO THE FIRST GENERATION OF IMMIGRANT FAMILIES.

AFTER 1967, THE ECONOMY GREW, NEW HOMES WERE BUILT, AND NEW SCHOOLS HELPED AN IMMIGRANT SOCIETY TAKE ITS PLACE IN THE WORLD.

BUT A SOCIETY THAT CONTINUED TO SPEND HALF OF ITS HUMAN RESOURCES ON DEFENDING ITSELF, DID NOT HAVE THE MEANS TO FINISH THE JOB OF IMMIGRANT ABSORPTION.

THE CONSEQUENCES

AMERICAN JEWISH

- -- NEGLECT LED TO DEPRIVATION
- -- DEPRIVATION LED TO LACK OF OPPORTUNITY
- -- LACK OF OPPORTUNITY LED TO A SOCIAL GAP

IN SUMMARY

THE HOPE OF A RENEWED PEOPLE
SEEKING PEACE AFTER 30 YEARS
IS TO FIND TIME TO BREATHE ...
AND GO BACK TO THE UNFINISHED
BUSINESS OF IMMIGRANT ABSORPTION
... OTHERWISE, THE SOCIAL GAP
WILL GROW ... THREATENING TO
ERODE ISRAEL'S COHESIVENESS.

THIS IS THE CHALLENGE OF ...

PROJECT RENEWAL

AMERICAN JEWISH

A NEW BEGINNING ...

FOR 45,000 IMMIGRANT FAMILIES
... 300,000 SECOND-GENERATION ISRAELIS

THE RENEWAL ...

FOR THOSE WHO LIVE IN 160 OVERCROWDED COMMUNITIES THROUGHOUT ISRAEL

ULTIMATE COST ...

\$1.2 BILLION

THE PROBLEM

45,000 FAMILIES

LIVE IN POOR HOUSING CONDITIONS

OF THIS ...

27,000 FAMILIES

AND ...

18,000 FAMILIES

300,000 PEOPLE

200,000 CHILDREN

AMERICAN JEWISH

LIVE IN CONDEMNED HOUSES

LIVE THREE-OR-MORE PER ROOM

TEN PERCENT OF ISRAEL'S POPULATION

EIGHT " " "

UNDERSTANDING THE IMPACT

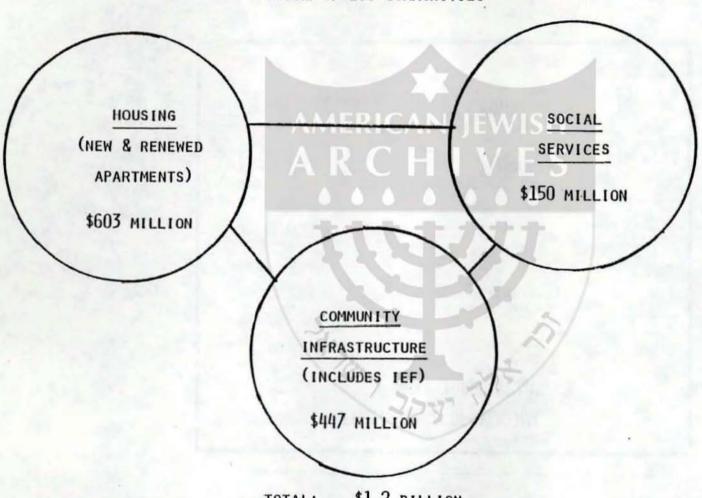
OF 300,000 LIVING IN DISTRESS

IN AMERICAN TERMS

AMERICAN JEWISH ARCHIVES

LONG-TERM OBJECTIVE

RENEWAL OF 160 COMMUNITIES



TOTAL: \$1.2 BILLION

ULTIMATE OBJECTIVE: RENEWAL OF 160 COMMUNITIES

FIRST STAGE OF RENEWAL IN THE NEXT THREE YEARS COMMUNITIES 9,000 FAMILIES 60,000 PEOPLE \$360 MILLIOM PROGRAM

THE 1st THIRTY COMMUNITIES SLATED FOR RENEWAL

CITY

ASHKELON

BAT YAM

HERZLIYA

HOLON

JERUSALEM

Lop

PETAH TIKVAH

RAMAT GAN

RAMLA

RISHON L'ZION

TEL AVIV

YAHUD

YAVNE

COMMUNITY

MIGDAL

MAABARA

NEVE ISRAEL

JESSE COHEN

KATAMON TET AND CHET

BANIT

AMISHAV

RAMAT SHIKMA

OLD CITY

RAMAT ELIAHU

HATIKVAH

MIRKAZ HAYISHU

SCHUNAT HAHOLOT

CITY

TIBERIAS

JAFFA - TEL AVIV

NESHER

HAIFA

ELIAT

TIRAT HACARMEL

TEL AVIV

LOD

KFAR SABA

TEL AVIV

NAHARIYA

JERUSALEM

BEERSHEVA

BEERSHEVA

OR YEHUDA

KIRYAT MALACHI

JERUSALEM

COMMUNITY

SHIKUN DALET

JAFFA DALET

TEL HANAN

NEVE JOSEPH

SCHUNAT ALEF

RAMBAM/BIALIK

NEVE SHARRETT

NEVE ZAIT

KAPLAN/YOSEPHTAL

NEVE ELIEZER

GIVAT KATZNELSON

IR GANIM GIMEL

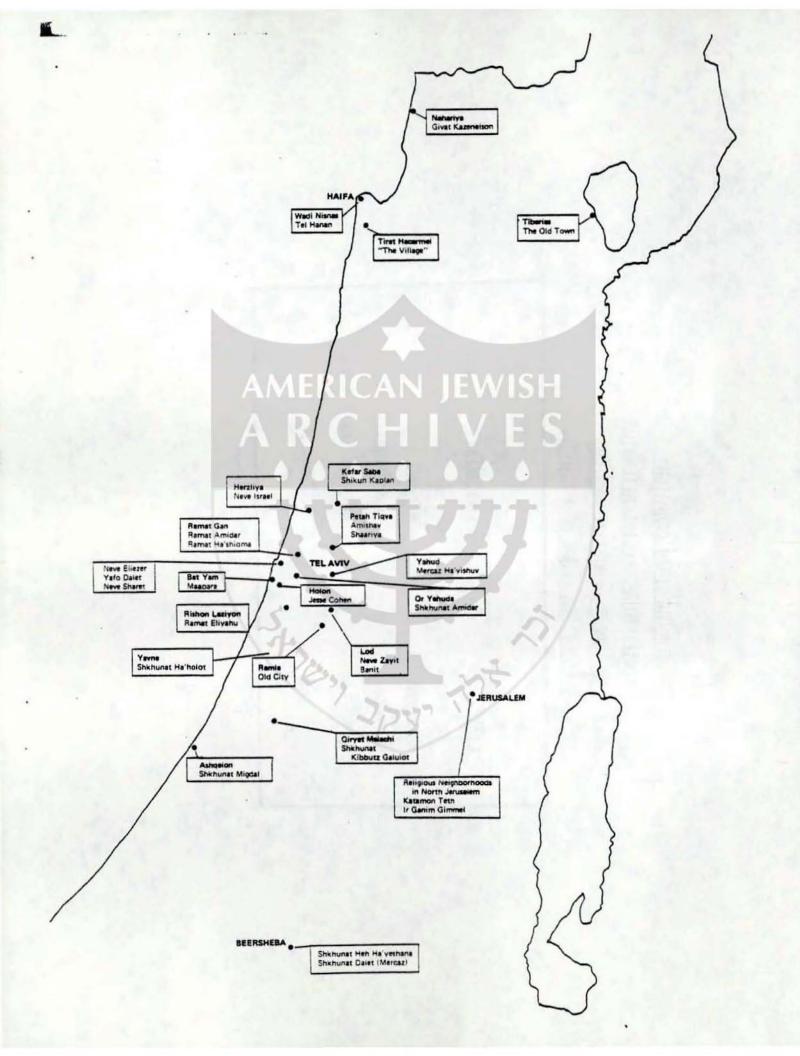
SCHUNAT BET

SCHUNAT GIMEL

AMIDAR

KIBBUTZ GALIUT

MORASHA



FOR THE 1979 CAMPAIGN

UJA WILL GIVE SPECIAL ATTENTION

TO THREE COMMUNITIES WHICH

SYMBOLIZE A RANGE OF PROBLEMS

AMERICAN JEWISH
ARCH COMMUNITY

ASHKELON
HERZLIYA
JERUSALEM

AMERICAN JEWISH

MIGDAL
NEVE YISRAEL
KATAMON TET & CHET

FIRST STAGE RENEWAL OF 30 COMMUNITIES IN 3 YEARS

\$360 MILLION : ASSIGNING RESPONSIBILITY

PEOPLE OF ISRAEL \$180 MILLION

WORLD JEWRY

\$180 MILLION

OF WORLD JEWRY'S \$180 MILLION,

AMERICAN JEWRY

\$120 MILLION

KEREN HAYESOD

\$ 60 MILLION

A THREE-YEAR PROJECTION FOR WORLD JEWRY

AM A I	UNITED JEWISH APPEAL	KEREN HAYESOD
lst Year	\$ 32 MILLION	\$16 MILLION
2nd Year	\$ 40 MILLION	\$20 MILLION
3rd Year	\$ 48 MILLION	\$24 MILLION
TOTAL	\$120 MILLION	\$60 MILLION

SECOND STAGE OF RENEWAL

BASED ON THE EXPERIENCE OF THE 1ST STAGE

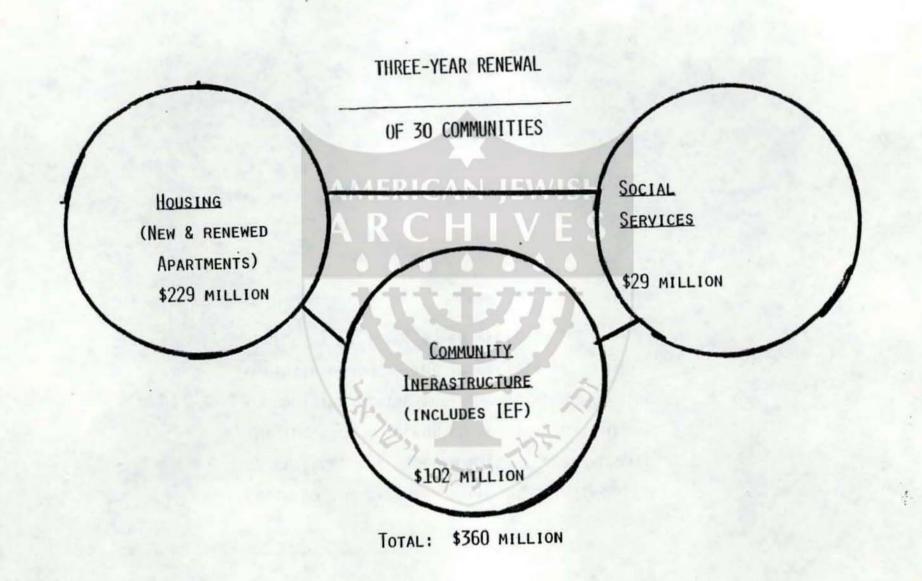
OF RENEWAL, THE PROGRAM WILL BE RE-EVALUATED,

AND THE PACE ACCELERATED FOR THE NEXT 30

COMMUNITIES SLATED FOR RENEWAL ... UNTIL THE

UNFINISHED JOB OF THE ABSORPTION OF 45,000

IMMIGRANT FAMILIES IS COMPLETED.



\$360 MILLION FISCAL PLAN

FOR 30 COMMUNITIES IN THREE YEARS

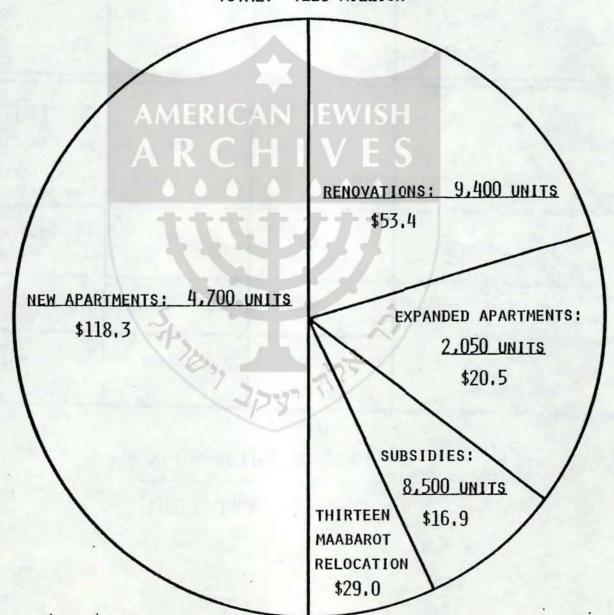
(IN MILLIONS)

FUNCTION	1st/YRRIC	2ND YR // [S	3rd yr
HOUSING .	\$56 × ×	\$80	\$93
SOCIAL SERVICES	6	10	13
COMMUNITY INFRASTRUCTURE (INCLUDES IEF)	34	30	38
TOTAL	\$96	\$120	\$144

30 COMMUNITIES SETTING HOUSING PRIORITIES

(IN MILLIONS)

TOTAL: \$229 MILLION



WHAT IT COSTS TO HELP RE-ABSORB ONE OF THE 45,000 FAMILIES

IYPE OF APARTMENT AMERICAN JEWISH COST

LARGE FAMILY \$29,000

YOUNG COUPLE \$20,000

ENLARGE EXISTING UNIT \$10,000

PROJECT RENEWAL AND THE UJA CAMPAIGN

REVIEW:

AMERICAN JEWRY'S 1ST STAGE THREE-YEAR COMMITMENT

\$120 MILLION

1979 CAMPAIGN

\$32 MILLION

1980 CAMPAIGN

\$40 MILLION

1981 CAMPAIGN

\$48 MILLION

1979 CAMPAIGN IMPLICATIONS PROJECT RENEWAL

* SETS LEVEL OF ASPIRATION FOR 30TH ANNIVERSARY UJA CAMPAIGN

INTEGRAL TO CAMPAIGN

- * CORNERSTONE FOR SECURING NEW GIFTS
 THROUGH A SPECIAL FUND
- * PLEDGES ONLY ACCEPTED ABOVE REGULAR
 CAMPAIGN GIFT
- * OPPORTUNITY FOR INCREASED CAPITAL FUND-RAISING
 THROUGH THE ISRAEL EDUCATION FUND
- * COMMUNITY-TO-COMMUNITY CONTACT, WITH CHANCE FOR U.S. COMMUNITY TO TAKE RESPONSIBILITY TO ENTIRE RENEWAL BUDGET OF PARTICULAR ISRAELI COMMUNITY

IT IS PROPOSED THAT...

GIFTS FOR PROJECT RENEWAL WILL BE ACCEPTED THROUGH...

A. SPECIAL FUND

"PLUS" GIVING ON PLEDGES AFTER MAINTAINING OR EXCEEDING THE LEVEL OF 1978 COMMITMENTS.

B. ISRAEL EDUCATION FUND

\$100,000 MINIMUM GIFTS BEYOND THE LEVEL OF 1978 PLEDGES WITH PAY-MENTS OVER FIVE YEARS.

C. COMMUNITY-TO-COMMUNITY

MODEL PROGRAM IN WHICH U.S. COMMUNITY ACCEPTS RESPONSIBILITY TO SERVE AS "SPONSOR" FOR RENEWAL OF ALL OR PART OF AN ISRAELI PROJECT OR COMMUNITY.

ISRAEL EDUCATION FUND

IEF WOULD BE ASSIGNED THE FOLLOWING TASK FOR PROJECT RENEWAL:

AMER3-YEAR GOAL EWISH A R \$ 21 MILLION / E S

ANNUAL TARGET
\$7 MILLION

ISRAEL EDUCATION FUND

RECORD OF ACHIEVEMENT

DESCRIPTION	PROJECTS WITH AMERICAN DONORS	PROJECTS WITH NON-AMERICAN DONORS	TOTAL
SCHOOLS	A R C H	16	129
SPORTS FACILITIES	8	9	17
COMMUNITY, YOUTH AND			
CULTURAL CENTERS	48	17	65
LIBRARIES	16	N5 1	17
PREKINDERGARTENS	270 2737	50	320
PREKINDERGARTEN-			
NURSERIES	98	21	119
TOTAL	553	114	667

SUMMARY PROFILE OF MODEL COMMUNITIES

COMMUNITY	CITY	FAMILIES IN DISTRESS	CHARACTER OF HOUSING	1st year cost	TOTAL COST
KATAMON CHET & TET	JERUSALEM	1,000 AMERICA A R C F	OVERCROWDED URBAN HIGH- RISE, HOUSES	\$2.3 MILLION	\$8.6 MILLION
NEVE ISRAEL	HERZLIYA	100	DILAPIDATED, ONE-STORY ASBESTOS ROW HOUSES	\$3.7 MILLION	\$19.4 MILLION
MIGDAL	ASHKELON	600	ABANDONED, ARAB CLAY HOUSES	\$5.7 MILLION	\$24.6 MILLION

SOME COMPARISONS

(IN PERCENTAGE)

COMMUNITY AMEI	NO MORE THAN 9TH GRADE EDUCATION	WELFARE CASES
KATAMON	52.5	10.0
NEVE ISRAEL	58.0	5.6
MIGDAL	64.4	10.5
ISRAELI AVERAGE	44.1	2.7

AMERICAN JEWISH ARCHIVES

COMMUNITY PROFILE

KATAMON CHET & TET

IN

JERUSALEM

KATAMON: HOUSING

ACTION	UNITS	THREE-YEAR COST
NEW APARTMENTS	MERICAN JE	\$2,500,000
RENOVATION & PURCHASES	R ₁₆₀ H I	311,000
EXPANSION OF APARTMENTS	T 60 T 7	600,000
TOTAL	320	\$4,044,000

KATAMON: SOCIAL SERVICES

ACTION	NATURE OF SERVICE	THREE-YEAR COST
EMPLOYMENT SKILLS TRAINING AGTRESSIVE JOB FINDING		\$ 450,000 150,000
HOME MANAGEMENT/BUDGETING	NON-EXISTENT	90,000
HOMEWORK HELPER/TUTORING	ADEQUATE	
SERVICE FOR THE AGED		
MEALS-ON-WHEELS FOR AGED/INFIRM		
FAMILY COUNSELING SERVICE	ii .	
YOUTH EMPLOYMENT SERVICE	INADEQUATE	100,000
DAY CARE	"	550,000
FAMILY PLANNING SERVICE	775	75,000
HEALTH SERVICES	NON-EXISTENT	648,000
COMMUNITY STAFF	"	350,000
	TOTAL:	\$2,413,000

KATAMON: COMMUNITY INFRASTRUCTURE

AMERICAN JEWISH
ISRAEL EDUCATION FUND CHIVES

3-YEAR TOTAL

\$ 1,130,000

PHYSICAL INFRASTRUCTURE

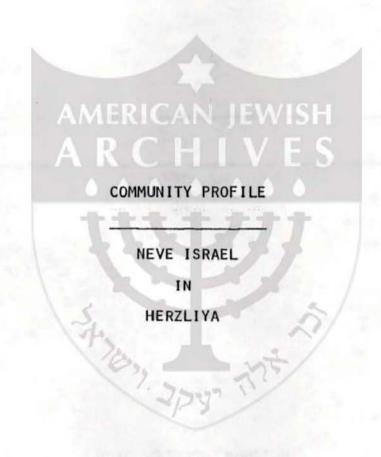
500,000

SLUM CLEARANCE

LAND PURCHASE

TOTAL

\$ 1,630,000



NEVE ISRAEL: HOUSING

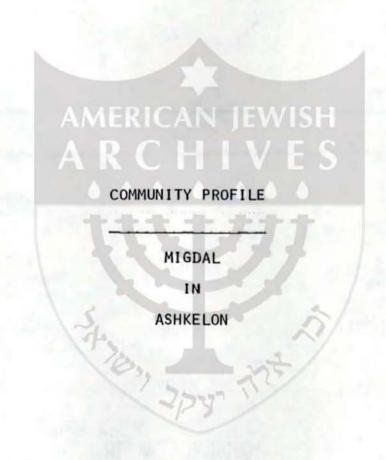
ACTION	UNITS	TOTAL COST
	R C ²⁰⁵ H I V E S	
RENOVATIONS & PURCHASES	350	4,880,000
EXPANSION OF APARTMENTS	80	800,000
TOTAL	635	\$10,855,000

NEVE ISRAEL: SOCIAL SERVICES

ACTION	NATURE OF SERVICE	3-YEAR COST
EMPLOYMENT SKILLS TRAINING	NON-EXISTENT	\$ 450,000
AGGRESSIVE JOB FINDING	NON-EXISTENT	150,000
HOME MANAGEMENT/BUDGETING	NON-EXISTENT	75,000
HOMEWORK HELPER/TUTORING	INADEQUATE	25,000
SERVICE FOR THE AGED	NON-EXISTENT	750,000
MEALS-ON-WHEELS FOR AGED/INFIRM	NON-EXISTENT	100,000
FAMILY COUNSELING SERVICE	NON-EXISTENT	125,000
YOUTH EMPLOYMENT SERVICE	NON-EXISTENT	200,000
DAY CARE	INADEQUATE	200,000
SPECIAL SERVICES FOR YOUTH IN TROUBL	E INADEQUATE	200,000
MENTAL HEALTH SERVICES	INADEQUATE	150,000
HEALTH SERVICES	NON-EXISTENT	666,000
COMMUNITY STAFF	NON-EXISTENT	350,000
	TOTAL:	\$3,491,000

NEVE ISRAEL: COMMUNITY INFRASTRUCTURE

	3-YEAR TOTAL
ISRAEL EDUCATION FUND RICAN JE	VISH 1,000,000
PHYSICAL INFRASTRUCTURE	E S 750,000
SLUM CLEARANCE	1,500,000
LAND PURCHASE	5
TOTAL	3,250,000



MIGDAL: HOUSING

ACTION	UNITS AERICAN JEV	TOTAL COST
NEW APARTMENTS	R C4641 I.V	E \$\$11,600,000
RENOVATION & PURCHASES	100	120,000
EXPANSION OF APARTMENTS		7 /-
TOTAL	564	\$11,720,000

MIGDAL: SOCIAL SERVICES

	TOTAL:	\$1,047,000
COMMUNITY STAFF	NON-EXISTENT	225,000
HEALTH SERVICES	NON-EXISTENT	247,000
DAY CARE	ADEQUATE	
YOUTH EMPLOYMENT SERVICE	ADEQUATE	B 110
FAMILY COUNSELING SERVICE	INADEQUATE	75,000
MEALS-ON-WHEELS FOR AGED/INFIRM	INADEQUATE	75,000
SERVICE FOR THE AGED	INADEQUATE	375,000
HOMEWORK HELPER/TUTORING	ADEQUATE	
HOME MANAGEMENT/BUDGETING	THADEOUATE	\$ 50,000
AGGRESSIVE JOB FINDING AMERICA	ADEQUATE	
EMPLOYMENT SKILLS TRAINING	ADEQUATE	
ACTION	NATURE OF SERVICE	TOTAL COST

MIGDAL: COMMUNITY INFRASTRUCTURE

TOTAL	10,400,000
AND PURCHASE	500,000
AMERICAN JEWISH ISRAEL EDUCATION FUND R CHIVES PHYSICAL INFRASTRUCTURE SLUM CLEARANCE	5,700,000
	1,500,000
	2,700,000
	IOTAL

As Israel's Minister of Social Betterment Israel Katz says:

"Not only will time fail to
'do the rest,' but gaps will

BECOME MORE ACUTE WITHOUT AN

ENERGETIC POLICY... WHAT'S AT VERICAL EVISH

STAKE IS THE FUTURE OF THE NEXT ES

GENERATION..."

THE CHALLENGE

"Whoever would change men, must FIRST CHANGE THE CONDITIONS OF THEIR LIVES ..."

-- THEODOR HERZL

PREPARED BY

JEFFREY L. HODES

IN CONSULTATION WITH

HARRY ROSEN

MELVIN MOGULOFF

ZELIG CHINITZ MERICAN JEWIS

ELIEZER JAFFE

SECRETARY GENERAL THE JEWISH AGENCY

DIRECTOR OF PLANNING THE JEWISH AGENCY

ISRAEL REPRESENTATIVE UNITED ISRAEL APPEAL

THE PAUL BAERWALD SCHOOL THE HEBREW UNIVERSITY

WITH THE COOPERATION OF

DAN SHIMSHONI

CHAGIT CHUVAL

DANNY GAL

DIRECTOR, INTER-MINISTERIAL COMMITTEE FOR THE NEW SOCIAL PROGRAM DEPUTY PRIME MINISTER'S OFFICE

DIRECTOR OF URBAN REHABILITATION MINISTRY OF HOUSING, ISRAEL

DIRECTOR OF PLANNING SOCIAL WELFARE MINISTRY

AND THE ASSISTANCE OF THE ISRAEL EDUCATION FUND

ELIEZER SHAVIT

DOV SINAI

EXECUTIVE VICE-PRESIDENT

DIRECTOR GENERAL IEF, ISRAEL

The Fire Next Time

By SHALOM COHEN

During the forty-four hours of President Sadat's visit a phenomenon was born: the smiling Israeli. The perpetual tension, born of war and emergencies, seemed diffused. The lines of worry, etched by a harsh struggle to make ends meet, were erased.

The respite was short-lived.

Cohen is a former member of the Knesset and leader of Israel's Black Panthers." The article is reprinted from The London Jewish Chronicle.

People still hoped that peace had come nearer, that the incredible would continue. But more and more of their thoughts returned to the problems of their daily bread and, with them, the furrows of care. "Sure," said Yerucham Meshel, secretary-general of the Histadrut, "Sadat's visit was a great thing. But you can't buy a pair. of shoes with his visit. . . . Even if we do make peace, the struggle will. have to go on, to decide what kind of society we want to live in: a state for the rich or a state based on social justice.

AS USUAL, although he could do very little about it, Meshel was expressing the basic truth of the hour.

Nobody goes hungry in Israel, but more and more families are wondering how they are going to meet the grocer's bill. One who could not is Mrs. Ben-Shitrit, of Hatzor in Galilee, a mother of five. Last Friday she left the grocer's with her shopping-bag as empty as it had been on entering, and once outside she burst into tears, "What will I give my children for Shabbat?" she sobbed. "The grocer won't give us any more credit. We already owe him 2,000 pounds (\$135). Her husband, Albert Ben-Shitrit, 45, is one of the lower-paid workers of this development town. commonly considered as cheap labor for the industries and kibbutzim around:

An hour's drive to the south, in the torrid heat of Ben Shean, another development town dependent for its living on low-paying textile and development jobs, Hannah Ben-Simhon, 27, and also a mother of five, explained how she manages: "My husband works two shifts at the spinnery and brings home 4,000 pounds (\$270) a month. We can't afford amusements or frills. But there's enough for all the food we need."

Which might explain the extremely high rate of social cases in Bet Shean: 25 percent of the population live exclusively on welfare or social security grants. Quite a few of them were like Ben-Simhon; they worked two shifts to make ends meet, until they dropped out of the productive work-force, "burnt-out" at the age of 45.

SIX MONTHS ago, according to official statistics, the average family in Israel spent 45.4 percent of its income on food alone. Poorer families spent more. With the Government's Likud economic policy, activated at the beginning of November, this percentage will undoubtedly go higher. Much higher. Larger segments of the working population will be nudged below the poverty line, bringing to an estimated million — out of a population of 3.5 million - those eligible for social aid.

For Yitzhak Kadman, 29, national secretary of the social workers' union, the answer is clear: Helping the underprivileged is our very raison d'etre. We cannot be indifferent to anything that worsens their plight, and the government's new economic policy most definitely hits the underprivileged hardest.'



KADMAN, blond, slim and wearing a yarmulka, is a rarity in the Histadrut: he does not identify himself with any political party, "The only coalition I belong to is the coalition against the deepening of poverty and the widening of the social gap."

He and his fellow social workers. are the buffer between government and the needy masses. When desperate mothers and infuriated "marginals" lash out against their misery, it is the local social worker whom they assault, long before they think of organizing and demonstrating. There were periods of high social unrest whan assaults on social workers were daily phenomena and the police had to be called in daily.

Today, the opposite phenosteep rise in prices, the needy are that he is in power they are willing



workers has been reported, not a place in Tel Aviv's "black belt." the development towns or the explosive Musrara and Katamon quarters of Jerusalem.

The Histadrut mobilized tens of thousands to protest and strike; the 'ghettos'" of impoverished Oriental Jews stayed put. Schechunat Hatikva, often called Tel Aviv's Harlem, has for the past four years burst out in violent protest against every drastic price hike, ending with tens of wounded and arrested, gutted shops and burnt-out police cars. This time, one could hear more defenders there than critics of the government's new policy.

TODAY, this is the key to the "social gap," the blight that divides Israelis into haves and havenots almost absolutely along the "color line" of Ashkenazim and Sephardim. It is mainly psychological, stemming from the exuberance of the Sephardi masses at Begin's electoral success, or rather at the ousting of Labor from power, because it was under Labor govthe Sephardi majority into the second Israel" of today.

Material conditions have not improved under Begin; indeed, they have taken a turn for the worse. with further deterioration clearly in sight, not only in feeding and clothing a family, but in the crucial their rallying cry was: "Begin security. menon is noticeable: despite the lashilton! Begin to power!" Now

quiet. Not a single assault on social to give him more than a fair chance to prove that he is "their" Begin. single demonstration has taken But credit in the slums is often a short-term thing.

> A possible answer may lie in Begin's personal call to U.S. Jewry to start a special fund-raising drive (through United Jewish Appeal), whose proceeds would be earmarked, in his words, "to fight poverty." The result of that fight, if it is led, will be crucial to Israel's existence. For the danger of social disintegration is no longer a dark forecast - it is an ever-widening reality.

One of Moshe Dayan's less fortunate remarks when serving as Minister of Defense between the Six-Day War and the Yom Kippur War, was: "We have to decide which flag we want to hold: the flag of social welfare or the flag of national security. We can't hold up both flags together." That was at a time of intense social unrest, mass demonstrations and Black Panther agitation.

Today, there is not a single Israeli politican who has not - for the public record, at least ernments that the gap grew, turning learned the lesson. They all declarethat social welfare and national security are two sides of the same flag. What Dayan was affirming was that Israel as a whole, should oe measured by one yardstick; her military might. By this she lives or dies. What all others now realize is that a sick society cannot create fields of education, health and anything healthy, not even a healhousing. Yet Begin enjoys with the thy army. And Israeli society sufunderprivileged a credit which fers a grave disease: the "gap." Let Labor forfeited long ago. For years us examine its effects on national

LET US TAKE, for example,

drugs

Up to, and including, the Suez Campaign of 1956, Israeli soldiers would laugh at the flat loaves of hashish they found in overrun Egyptian positions. "What kind of soldiers can they be, with all those drugs lying around?" they would say. You won't find hashish loaves around an Israeli army post today; they represent prohibitive sums of money. But you will find hash joints aplenty.

Who introduced drugs into the army? For years it was common knowledge that drug addiction was rampant among the younger generation in the Oriental slums. Nobody seemed to care very much. not even the police, who did a perfunctory job of arresting some addicts or pushers from time to time. "Good" society was not concerned; its sons were not involved. The army threw a defensive perimeter by refusing to draft addicts. But the enemy infiltrated this defense, using the indirect approach. For drugs did not confine themselves to the "second Israel" of the slums; they invaded high schools in the "white" districts of north Tel Aviv, Savyon and Herzlia, the schools that provided the bulk of Israel's officer corps and defense technocrats.

LET US TAKE another example: illiteracy.

This, 'too, in varying degrees, is rampant in poor neighborhoods. Not among the veterans, whom complacent society often sees as primitives who emigrated to Israel from the Atlas mountan caves, but their sons and daughters, born and bred in Israel. When they reach the ages of compulsory military service — 18 years — the army does not draft them. For a modern army is built on quality more than on quantity. Illiterate soldiers are a burden, not an asset.

When the Black Panthers shocked Israelis out of their smugness in 1971, "bridging the gap" became a national slogan; the army started a special recruiting program for "disadvantaged" youths. Special camps were assigned to them where they were taught to read and write before they graduated to ordinance workshops or fighting units.

The program has now been discontinued, after having proved a complete failure. Army officers see it as the main reason for a slackening in discipline and for outbursts of violence against commanders, something unheard of in the defense forces before the "marginals" were drafted.

"You want to fight illiteracy?" a reserve major-general asked me. "Fine. Do it in the school system, beginning at the age of three. The system's no good? Change it. But

don't try to make the army bear the burden. It's no place to set right all the shortcomings of civilian society."

The proportion of girls exempted from military service for illiteracy, incidentally, is higher than that of boys. It reaches 25 percent of Israeli girls aged 18. One out of every four Mothers of Israel's next generation is not capable of filling such jobs as phone operators, clerks, drivers or parachute-folders. What kind of jobs will they be able to make of raising their sons — Israel's soldiers of tomorrow?

WHOEVER IS not drafted by the army for military service because of what should really be considered as social deficiencies (a criminal record, mental maladjustment, besides drugs and illiteracy) is issued a special military card testifying that he has been exempted according to paragraph 24 of the military service ordinance. He can never get a driver's license, and the better-paying government jobs are out, especially those that require security clearance.

Nissim and his comrades of Commando 24 are the main reason tough green-bereted border-guard units were called on to police trouble zones in Tel Aviv and other metropolitan areas. They were transferred from the Gaza Strip, where they had been fighting Palestinian terror squads.

Speaking to the press recently, Tel Aviv's chief of police, Moshe Tiomkin, stressed the gravity of the situation. "In just one of those neighborhoods, we have 2,000 youngsters, between the ages of 10 and 16, with a criminal record.' The oft-repeated saving that the social gap is more dangerous to Israel's security than the enemies from without is no longer just a warning; it is more and more of a reality, with Uzzi-toting border guards patrolling the slums of Tel Aviv. Shoot-outs are now almost daily events.

THIS AWESOME mess has taken a long time brewing. Parents, bewailing their children's poor schooling or their own misery and cramped living conditions, are quick to add: "But it is not this government's fault. It's the Labor Alignment who were responsible."

They voted for Begin, didn't they, to get even with the Alignment? So they suffer in silence, waiting for Begin to act on his promise to stamp out poverty.

It is not an easy task. Much more than money — a lot of money — is needed. It is a question of setting national priorities in every field, beginning with a complete overhaul of the educational system in the "second Israel."

Today, Prime Minister Begin's

priorities lie elsewhere. His devotees understand that and are willing to wait. He has visited Washington and Ismailia, but has had no time since his election to visit such of his strongholds as Shechunat Hatikya or Katamon. His devotees are willing to understand that, too.

But the time will come — and quite quickly — when each of those teeming hundreds of thousands who for years have cried "Begin lashilton! Begin to power!" will have to answer the question: "Is this Government a government of the rich, by the rich and for the rich?" If the answer is more positive than negative, Israeli society had better watch out. The next outburst will be violent indeed.

ish E S THE FIFTH PAGE

Donors give more than money in new 'Renewal' programme

FOR DECADES, Diaspora Jews have written out cheques for a total of billions of dollars to the United Jewish Appeal and Keren Hayesod, with no strings attached. For the first time, many donors are now attaching themselves — their talents, experience and active participation to the money they are sending to

Israel.
When Prime Minister Menahem
Begin first proposed "Project Renewal" for the rehabilitation of 160 of the country's slum neighbourhoods about a year ago, he probably never foresaw the desire of Jews abroad to get so involved in it. Some of the authorities taking part in the project may even be annoyed that contributors are looking over their shoulders. But most agree that, in the long run, the partnership will mean more valuable Diaspora concern for Israel.

"From my experience in soliciting contributions," says Robert Russell, a UJA national vice-chairman from Miami who is also chairman of the Jewish Agency's Housing Com-mittee and himself a substantial giver, "I see that we're getting money beyond anyone's expec-tations."

At a recent meeting of 26 con-tributors at the home of Ambassador Simcha Dinitz, \$7m. was pledged to Project Renewal, in addition to increased sums for the regular UJA

campaign.
"But," says Russell, "along with the donations is the strong admoni-tion that the work that is promised must be carried out with controls all along the way.'

PROJECT RENEWAL is an attempt to correct the mistakes of the State's early years when masses of immigrants were crowded into box-like structures that lacked the most elementary community services, in 160 neighbourhoods.

Half of the money has been promised by the Israel Government. with the rest from American donors (\$400m. through the UJA) and other Jewish communities (\$200m. through Keren Hayesod). The UJA has stipulated that no one may give unless his contribution to the regular campaign at least matches that of previous years; Project Renewal contributions of over \$100,000 may be made over a five-year period.

When officials of the fund-raising

organizations first heard of the idea, many of them were adamantly op-posed to it. They were afraid that the project would drain off funds from existing campaigns that were themselves suffering from slow cash flows. And they feared that the political and bureaucratic dif-ficulties involved in such a grandiose idea would prevent it from ever tak-

ing off.
"The impetus came from Diaspora Jews who were taken on Diaspora Jews who were taken on tours of the disadvantaged neighbourhoods." according to Harry Rosen, the Jewish Agency's secretary-general who is acting head of the project for the Agency. "When they saw the crowding and the social needs, they began to realize that a By JUDY SIEGEL/Jerusalem Post Reporter



Visits to distressed neighbourhoods played a prominent part on the The group pictured here visited UJA mission's programme. Jerusalem's Musrara quarter. (Werner Braun)



massive effort was necessary.

"This isn't another War on Pover-ty. American-style," notes Irving Bernstein, the UJA's executive vice-chairman. "The project won't build new buildings that turn into new slums. It is a comprehensive social programme." In addition to constructing new flats and extra rooms for crowded old ones, it will also take into account the neighbourhoods need for schools, pocket parks, playgrounds, synagogues, day-care centres, old-age clubs and commercial centres. It will help to provide

vocational training, job guidance, homework tutoring, family counsell-

ing and meals-on-wheels.

Rosen suggests that many of the liberal Jewish givers may have been disappointed by the failure of President Johnson's "Great Society" schemes for eliminating poverty, and are attracted to Project Renewal because the problem is a manageable one.

THE UJA contributions will be transferred to separate closed accounts in the Jewish Agency, to be used for designated neighbourhoods. A number of communities in the U.S., including Baltimore, Los Angeles, San Francisco and New York, have signed up for such "twin-

Ideally, according to Bernstein, donors will go on missions to the twin neighbourhood, whether it is Musrara in Jerusalem (matched with LA) or Herzliya's Neve Yisrael quarter (matched with Boston).

They will bring over social workers, architects and planners to survey the areas along with Israeli professionals. Existing plans will be studied, and changes will be made where necessary. An inter-ministerial committee headed by Deputy Prime Minister Yigael Yadin will have the exclusive power to approve all projects, and all ex-

In addition to the envisaged progress visits, some American donors have expressed their desire to take a more active role in the pro-

"I've been getting letters from people I don't know who want to take a year off and volunteer as social workers or planners. They come from all walks of life and they want to help," says Russell.

THE FIRST 30 neighbourhoods are slated to be finished in three years. Estimates for the completion of the whole project have ranged from five to 10 years.

"I'm reasonably optimistic that it can be done," says Rosen, "For the first time, there will be coordination among a number of ministries rather than just one working alone. Since plans will be formulated on the local level, implementation can be achieved with less politics and less conflict."

Putting up buildings will not be nough. "With some of the funds," says Rosen. "we have to set up new models for training staff." With the workers, more of these professionals must be trained (or brought on aliya) to staff the community services included in Project Renewal.

Russell, a businessman in the aluminium industry, is encouraged by the improvement in construction technology in Israel in the past few years. "It is equal to that in most of the world," he says. "The only problem is that israel lacks enough manpower in the construction fields and the organization of the subcontracting industry is way behind the times.

Project Renewal is not a public relations gimmick, insists Bernstein. "Diaspora Jews are getting in-volved in it out of belief in Jewish tradition and ethics. They want to give of themselves."

Three hundred thousand disadvantaged Israelis will have to wait and see whether all the goodwill and the interest will be translated into mortar and concrete and whether their neighbourhoods will indeed be transformed into liveable environments.

fC East 42 Street New York 11 Y 10017 212 687-6200

Murray Kasa

1. For Jews in RUMANIA

- a) \$125 a month will maintain an elderly person in a nursing home in Bucharest.
- b) \$40 a month will provide a hot lunch daily to a bedridden person at home.
- c) \$75 a year will provide 7 food packages a year for an elderly person.
- d) \$25 a month will cover a hot meal a day for aged in JDCsponsored canteens in Rumania.
- e) \$75 will provide a yearly distribution of new clothing for an elderly couple.

II. For Jews in YUGOSLAVIA

- a) \$65 a month will help subvention an elderly person in the old age home in Zagreb.
- b) \$100 will send a Yugoslav youngster to a Jewish summer camp for one month.

III. For Jews in MOROCCO

- a) \$40 a month will pay for food for an indigent aged living alone in Morocco.
- b) \$250 a year will cover costs of education for a child in a Jewish day school.
 - c) \$40 a year will feed a child at the school canteen.
- d) \$45 a month will cover maintenance for one person in an old age home in Casablanca.

IV. For Jews in TUNISIA

- a) \$30 a month will maintain an elderly Jew living alone in the city of Tunis.
- b) \$50 a month will cover full costs for an infirm aged in an old age home, Tunis.
- c) \$330 a year will cover costs of sending a child to a Jewish day school.

V. For Jews in INDIA

 a) \$15 a month will feed a Jewish child attending the ORT school in Bombay.

HF-4/14/78

THE JERUSALEM POST

Invitation from Golda

IN THE 40 YEARS I have had the privilege of living in Israel, only two people have won my admiration — Ben-Gurion, who had the ability to see today what would be tomorrow, and Golda, who symbolized the greatness of the Jewish people and was a vox populi, understood and identified with by one and all.

I met Golda under tragic circumstances. When, after the Yom Kippur War, voices were raised against her and she was accused of being guilty for the many casualties of that war, I felt compelled to drop her a few lines of appreciation and

Much to my surprise I received a phone call a few days later from the Prime Minister's Office. In my work I occasionally get calls from government offices, but I was completely flabbergasted when suddenly I heard Golda's voice.

She could not answer my letter just with another letter, she said. She had to thank me for it in person. She invited my wife Anne and me to her home in Ramat Aviv, to which she would move in a few-weeks after completing her duties as Prime Minister.

I told her that we would not like to impose on her, but she insisted. It would be a pleasure we should not deny her. The date was fixed for 5 p.m. on a Wednesday some three to four weeks later.

A WEEK or two later, the newspapers carried announcements of the dates of the re-interment of the fallen of the Yom Kippur War. It so happened that the funeral of my son Gabi fell on the very day we were invited to Golda's. The next day I had another phone call, postponing the meeting by a week, sparing us the onus of making a change.

We were naturally very excited. One doesn't visit a premier every day.

AT GOLDA'S HOME we gave our names to the guard at her gate. Within a few seconds we were asked to come in. There at the doorstep stood Golda. She kissed my wife and our daughter-in-law and hugged me affectionately.

I had the misfortune, at an early age, of losing my parents in, Auschwitz. The moment I was in Golda's arms. I had the feeling of being embraced again by my mother.

Stepping into Golda's spacious, simple living room broke any feelings of a barrier, of being in the queen's court. We all felt at home, as if visiting a beloved family member.

Conversation flowed. Golda continually smoked Chesterfields and covered many subjects from Kissinger and King Saud to her experiences in Moscow, Merhavia, Evian, South America. When she served coffee, her pride in being

known as a good coffee-maker was evident. One point illustrating the easy atmosphere was that our daughter-in-law Orit felt free to get up and help bring the dishes from the kitchen and to help serve. For more than two hours we sat fascinated by her personality and her simplicity. When we showed her a picture of our late son taken together with her, tears came to her eyes. We had come as strangers and left as family.

Every New Year after that she sent us a signed greeting card and when she published her autobiography, a copy with a handwritten dedication came, too.

SOME TIME LATER, when we moved to a new apartment, Golda came to visit us. We had invited a few friends who had also lost sons in the wars of Israel. Golda arrived with a large bunch of red roses for my wife. After the introductions, we talked. We never mentioned war. The conversation centred mostly on building the country, the change in our quality of life and our hopes for peace and a better future. She let each of us sense how much she, too, enjoyed this meeting.

Nowhere else in the world could an ordinary citizen have had such an experience. Golda was not only Israel's Premier, she was our mother. I will remember her as one of the reasons for being proud of being an Israeli.

AVI GABI

THE NEW YORK TIMES.

Golda

The miracle of Golda Meir was how one person could so perfectly embody the spirit of so many. A refugee from Russia, a dreamer in the United States and a leader of Israel, she embodied the hopes, fears, sentiment and obstinacy of Jews everywhere. And to all the rest of the world, she was their voice.

Just as the voice combined the accents of Russian, English and Hebrew, it could simultaneously chide and charm, soothe and bluster. "Peace will come," she used to say, "when the Arabs will love their children more than they hate us." Or, "No people in the world knows collective eulogies as well as the Jews do. But we have no intention of going down in order that some should speak well of us."

The Jews of Golda Meir's time were driven by po-

grom and drawn by a new destiny. And so was she. The Israelis of Golda Meir's time were half dreamer, half warrior. And so was she. The women of Golda Meir's time could find in her remarkable life a harbinger of all their present struggles for equality and all their conflicts between social and family duty. And as her people discovered within months of her retirement as Prime Minister at the age of 76, her wisdom, even tired, was a greater force for cohesion than the vigor and intellect of her successors.

She died, biblically, within sight of peace. And if it is attained, no Israeli will deserve a greater share of the credit. Farsighted even about herself, she always predicted that someone, someday would proclaim the ultimate joy of peace—"and I envy him already."

The Detroit Free Press

GOLDA MEIR: the spirit and soul of Israel

FEW PEOPLE in our time have so fully embodied the spirit and the soul of a nation. As an American teenager, Golda Meir heard the call of modern political Zionism, reading the works of Theodor Herzl; who envisioned the creation of a Jewish state. As a young woman, she went to Palestine to work at draining the swamps and planting the trees that one day would be part of Israel. And eventually she was its prime minister.

Americans always felt a special relationship with Mrs. Meir. She had lived here. She had been a Milwaukee school teacher. But there was much more to it than that, and more to it than the fact that she had become widely known in this country as a convincing fund raiser for Israel. She symbolized the pioneer determination of her country: its ideals, its toughness, its indomitable spirit.

Winston Churchill, whose mother was American, was once described as half American and all English. Golda Meir's early experiences in life made her half American in a sense, but her particular convictions and aspirations for the Jewish people made her all Israeli. To her the comforts and advantages of being an American paled by comparison with the opportunity to build a Jewish homeland.

It is too easy to sentimentalize about her now that she is dead. She could be sentimental herself, but she did not like the sentimentalities sometimes attached to her: the description of "grandmother prime minister," for instance. She had come to that office, after all, not as an accident but as a lifetime

veteran of political action, political skill and political infighting. We, no doubt, can be more sentimental about her than can some of those she jousted with along the way.

As prime minister she bore the burden of responsibility in 1973 when Anwar Sadat planned and brought off a surprise attack during the solemn religious holiday of Yom Kippur that shredded Israel's image of invincibility. Yet she would be the one who gave the watching world its warmest scene during President Sadat's visit to Israel last year, presenting him with a gift for a new grandchild, "from a grandmother to a grandfather."

In the end it may be grandmothers' and grandfathers' concern for their grandchildren that will do as much as anything else to bring peace to the Middle East. But it also may be said that this will come only through the work of tough-minded and realistic politicians, such as Mrs. Meir was.

It may be possible to say that her vision and leadership brought that day nearer, by helping mightily to create a strong Israel. But in truth she never had the chance to try to make peace. That challenge has been left to others. Hers were the nation-building years, the war years, the years of survival against the odds.

In Israel there can be no references in the future to the "founding fathers;" Golda Meir was as much a founder of Israel as even Chaim Weizmann or David Ben-Gurion. That hardy, democratic and idealistic nation itself is her monument.

National News

"Rabbi says there are now more Jewish deaths than births in the U.S. and that Jewry here is declining by 100,000 a year."

RABBI SAYS THERE ARE NOW MORE JEWISH DEATHS THAN BIRTHS IN U.S. AND THAT JEWRY HERE DECLINING BY 100,000 A YEAR

by Ben Gallob (Copyright 1978, JTA)

Declaring that there are currently more Jewish deaths than births in the United States, a Conservative rabbi has asserted there is "strong evidence" that the American Jewish population has started to decline "significantly," not only on a percentage basis, "but absolutely as well, perhaps by as much as 100,000 per year."

Those fresh data in the steadilyexpanding debate on the demographic prospects of American Jewry were incorporated in a plea by Rabbi Jordan Ofseyer of Springfield, Mass., for more Jewish children per family because American Jews "face a problem of self-elimination."

During the past 20 years, he declared, in the Fall, 1977 issue of the United Synagogue Review, the number of children in American Jewish families dropped rapidly "from a high point in 1957 to the current low level of fewer births than deaths." He also asserted that the total number of children in Jewish schools "has fallen by 40 percent in the last 12 years."

He cited an estimate by Dr. Sidney Goldstein of the Population Study Center at Brown University that the next generation of American Jews may be only two-thirds of the present population of 5.5 million to six million.

Rabbi Ofseyer cited apparently current data on the Houston Jewish community and on his own congregation, Beth El. He reported that the Houston Jewish community has a fertility rate of 9.4 babies per thousand population, a rate not only lower than the national average but also lower than that of West Germany which, with ten babies per thousand, "has the lowest proportion of births in the world."

He reported that in his congregation, membership has increased during the last seven years at an annual average of about 20 families per year, the difference between new members and those who leave the community or die.

But during the same time, he added, though the congregation has grown by 15 percent, "the number of children has decreased by almost 40 percent, the national average."

He cited a debate in the ORT Reporter between Mary Gendler, described as a writer on the role of women in Judaism and Rabbi William Berman, a Conservative rabbi who is founder of the Jewish Population Regeneration Union.

Rabbi Ofseyer quoted Ms. Gendler as arguing that the real issue was not quantity but quality and that Jews must turn their focus "towards improving the quality of Jewish life." Rabbi Ofseyer suggested that Ms. Gendler appeared to accept as unalterable, "the ever-diminishing number of Jews."

Rabbi Berman, in strong disagreement, rejected application of the zero population growth concept to Jews, saying there are now so few Jews—"a tiny fraction of one percent of the world's population"—that the self-elimination of Jews "would do virtually nothing to alleviate the world's over-population problem." He commented that in Israel, if present trends continue for a few generations, Israeli Arabs "will populate Israel out of existence" because the Arab population "doubles every 15 years."

Rabbi Ofseyer, commenting on the debate, said that "the central fact" is that the issue of Jews having more children than other groups was meaningless because, as a group, American Jews now "are having less children than practically any other group" in the United States. He noted that the total world population has doubled since the start of World War II while the world's Jewish population, afflicted by the Holocaust, a falling birthrate and assimilation, "has decreased more than 20 percent."

He declared that to maintain its numbers any group must average about 2.5 children per family—a figure somewhat higher than the usual estimate of 2.1 children as the replacement level—and that the Jewish birthrate is estimated at about 1.5, which is lower than the general estimate of 1.7 children per Jewish family in this country at present.

Among the results already evident, he declared, "is the trend toward an older population with less resources to provide for Jewish community services." He predicted that in 15 years, there will be a Jewish population with 15 percent of its members over 65.

Soviet Universities Have Anti-Jewish Quotas

By DR. WILLIAM KOREY

Director, B'nai B'rith International Council

he just-published 1977 Soviet statistical yearbok (Narodnoe khoziaistvo) throws a glaring light on what the future holds for Soviet Jews. It is scarcely

encouraging.

The statistical table on enrollment of students in higher education reveals that, in the academic year 1975-76, only 66,900 Jews were to be found in Soviet universities. In the course of but seven years, 1969-76, the number of Jewish students in higher education has declined by over

forty per cent.

Until 1968, the number of Jews in Soviet universities had annually continued to climb reaching a total of 111,900. And this despite restrictive quotas which had been introduced in the forties. If Jews had found difficulty in entering the University of Moscow, there were easier opportunities at universities in Leningrad or Odessa. Moreover, in the universities of Siberia or the Central Asian republics, the chances were even greater.

Aspiration for higher education, the passport to success in modern society, disitnguished the Jew in the USSR just as it had elsewhere in the Western World. When Stalin shut the doors to the Jews in the fields of politics. diplomacy, foreign trade, and other military-security areas, they could nonetheless enter, via a university education, the scientific, technological and cultural worlds.

One-third of the Jewish community by the late sixtles had become university graduates. Thus the 1970 census data showed that 68 per cent of Jews in the largest union-republic, the Russian Republic, were designated as "speciailsts."

Only 19 per cent of the Great Russians in this republic had this designation. A statistical monthly in 1974 indicated that Jews comprised 14 per cent of

ence, outdistancing in absolute figures all Soviet nationalities except Great Russians. The Jewish population constitutes less than one per cent of the total Soviet public.

The year 1968 marked, however, the appearance in the Communist world of a new, although scarcely Marxist, ideological perception about Jews and their role in higher education. The leading Polish Communist theoretician, Andrzej Werblan, no doubt with the encouragement of the Kremlin, wrote an authoritative ar-ticle in June, 1968 which concluded that Jews have a "particular susceptibility to revisionism" (i.e., reformism) and to "Jewish nationalism in general and to Zionism in particular."

Werblan argued that the "concentration . . . of people of Jewish origin" in universities and other cultural institutions had created a "bad political atmosphere." He recommended "the correction of the irregular ethnic composition"

in higher education.

Andrei Sakkharov, the distinguished Soviet physicist and dissenter, in the same month, detected that the Werblan thesis was already finding expression in the prestigious Soviet Academy of Sciences. He bitterly asked: "Is it not disgraceful to allow another backsliding in our ap-pointments policy . . ? The "backsliding," he emphasized, was toward anti-Semitic discrimination.

The Sakharov complaint was disregarded. Instead, a leading Kremlin ideologue, V. Mishin, in a major work published in 1970, for the first time officially justified the use of a numerous clausus in admission of students to Soviet universities. The number of students of each Soviet nationality which may be admitted to higher education, he contended, should be restricted to the percentage of the nationality the holders of doctorates of sci- in the total Soviet population.

Soviet administrators set to work to apply the new ideology with a vengeance. In 1970-71, the number of Jewish students dropped to 105,800; in 1972-73, the number plummeted to 88,500; in 1974-75, to 76,200; and in 1975-76, to 66,900. A total decline of 45,000 Jewish students has quietly taken place. If in 1935, Jews constituted 13 per cent of the Soviet student body in higher education today they constitute but 1.3 per cent.

One can only speculate as to how far the plunge of Jewish student enrollment will go. It might stabilize at some 40,000 which accords with the percentage of Jews in the population. But the current heavy rate of decline - some ten to twelve thousand per annum - could approach zero in but a half-dozen years. This year not a single Jew was admitted to the University of Moscow.

As the number of Jews admitted to Soviet universities declines. Jews will disappear from postgraduate work.

A Soviet statistical journal, in April 1974, already revealed a drop of 30 per cent on the postgraduate level - from 4945 to 3456.

The eventual result will be the large-scale removal of Jews from scientific fields. The number of Jews who have become "scientific workers" in recent years declined from 2500 per annum to 1000 per annum. If in 1970, the percentage of Jews in the scientific world was 7, today - according to the just-published statistical year-book — it is 5.6. That percentage will rapidly dwindle. For the average age of Jewish scientific workers, it is estimated, is ten years above the general average age of Soviet "scientific workers."

The trend is clear and foreboding: The future of Soviet Jewry, if there is any, is unreservedly bleak.

Begin asks world Jewry have to help 'Project Renewal'

Jerusalem Post Staff

Prime Minister Menahem Begin yesterday called on world Jewry to participate in the "Project Renewal" programme to rehabilitate poverty areas in Israel. Begin was speaking to the board of governors of the Jewish Agency.

Begin was responding to Housing and Absorption Minister David Levy's stated opposition to Jewish Agency participation in the urban

renewal programme.

Irving Bernstein, vice-president of the United Jewish Appeal in the U.S., had asked for Begin's opinion. Bernstein said that the policy being pursued by Levy in which Diaspora Jews give the money but are prevented from working on the projects will hurt the UJA. He noted that that was not his understanding when Begin first proposed "Project Renewal."

The issue of Jewish Agency participation in "Project Renewal" will be discussed today by the joint government-Jewish Agency coordinating body, meeting in closed session at the Prime Minister's Office this morning. This will be the first time it has convened in over a year.

The body, composed of the prime minister and members of his government and of the Agency Executive, is scheduled to discuss a number of issues that have been in dispute, including the nature of a mooted authority for aliya and absorption and the efforts to encourage Iranian aliya.

It is not known whether any final decisions will be made or whether a silent majority of the members will

decide each matter.

Jewish Agency budget

Jerusalem Post Reporter

The Jewish Agency board of governors yesterday approved the agency's new budget of \$405 million.

The board also called on Prime Minister Menahem Begin, who discussed peace negotiations and Project Renewal for the rehabilitation of slum neighbourhoods.

Agency-gov't body puts off decision on absorption

By JUDY SIEGEL Jerusalem Post Reporter

The joint Jewish Agencygovernment coordinating body spent about five minutes of Friday's fourhour session on the decade-old question of who will control aliya and absorption operations, and delayed its decision until the cabinet sets its position "in a few weeks."

Prime Minister Menahem Begin, who is chairman of the coordinating body, had not convened it for nearly year - due to bitter conflict between the Liberal and Herut wings of the Likud over suggested solutions to the problem. Friday's session was attended by a number of cabinet ministers (Finance Minister Simha Ehrlich was unaccountably absent). Jewish Agency Executive chairman Arye Dulzin, several Agency department chairmen and Agency board of governors chairman Max Fisher (an American, for whom the proceedings were translated into English).

The premier promised that the government will meet on the matter "within three weeks." Then, the government and Jewish Agency Executive will meet jointly and decide

- by a show of hands.

A source close to Absorption Minister David Levy told The Jerusalem Post that the final decision will almost certainly be what the minister has demanded: an aliya and absorption authority that is state-controlled rather than run by the Agency. Herut, La'am and the National Religious Party, said the source, all back Levy on the matter, thus giving him a majority in the government.

When the government votes (as a

bloc) in the coordinating body, it will come up against the Agency's vote to establish an Agency-controlled authority. The prime minister, continued the source, would have to break the tie as chairman, and "he could hardly come out against the government's earlier decision."

Another fight between the Agency and the government was raised at the meeting, when Levy demanded that the premier's "Project Renewal" for the rehabilitation of 160 urban slum neighbourhoods be implemented by the government and not by the Agency and fund-raisers abroad. Fisher noted that Diaspora Jewry have been inspired by the challenge posed by the project, and are eager to join in the actual work and not just in the collection of money.

Begin announced that he will recommend to the cabinet today the establishment of a joint Agency-government committee to coordinate implementation of the project. The committee, according to a compromise reached earlier by Deputy Prime Minister Yigael Yadin and Jerrold Hoffberger of the Agency, would create a group of experts at the level of directors-general who would recommend priorities and implement decisions by the joint committee.

Both Dulzin and Levy then called for "real cooperation" between the Agency and the government to ensure the success of the project.

The joint coordinating body also decided that \$10m. be set aside annually (half from the Agency and half from the government) for the encouragement of Jewish education in the Diaspora.

Gov't okays Diaspora role for slum renewal project

Jerusalem Post Reporter

Cabinet approval of the establishment of a joint Jewish Agency-government committee to coordinate implementation of "Project Renewal" was obtained yesterday by a slim majority of six to four. Four ministers who were present did not take part in the vote. Three others were abroad or absent.

However, the lack of enthusiasm shown during the vote for the idea of letting world Jewry be an equal partner in carrying out the rehabilitation of 160 urban slum neighbourhoods will not make any difference to the enthusiasm with which ministers will do the job, one of the objectors told *The Jerusalem Post*. "We wanted to take our stand on the principle of the thing," he said

The cabinet approval was for a compromise reached between Deputy Premier Yigael Yadin and Jerrold Hoffberger, chairman of the Jewish Agency's international committee for slum rehabilitation, with regard to the creation of a committee of directors-general of the departments, within the government and the Jewish Agency, involved in "Project Renewal."

The committee will be headed by Yadin, and by the chairman of the Jewish Agency Executive, Arye Dulzin. The cabinet agreed that Yadin and Dulzin would be empowered to invite their representatives to special sessions and to coordinate matters within their sole responsibility.

According to the cabinet decision, the committee of directors-general would have three functions:

• To develop general urban renewal plans and decide which slums would be rehabilitated,

 To recommend general plans to the joint government-agency coordinating body;

 To implement the plans after the coordinating body gives approval.

It was the third, implementation function that prompted four ministers to vote against: Housing Minister David Levy, Interior Minister Yosef Burg, Agriculture Minister Ariel Sharon and Transport Minister Haim Landau.

The cabinet also formed a ministerial committee to supervise implementation, comprising Yadin, Finance Minister Simha Ehrlich, Levy, Burg, Education Minister Zevulun Hammer, and Labour and Social Affairs Minister Israel Katz.

The six ministers voting for approval argued that the partnership in implementation would give great encouragement to Diaspora Jewry, while not detracting from the prestige or efficiency of the government. They pointed out that the partnership conformed to the tax exemption procedures abroad as well.

But the critics said that, once Diaspora Jewry had contributed their ideas and initiative to the plans, there was no reason to involve extra-governmental elements in the implementation.

The six supporters were Premier Menahem Begin, Yadin, Ehrlich, Justice Minister Shmuel Tamir, Minister without Portfolio Moshe Nissim and Health Minister Eliezer Shostak.

Project in need of renewal

THE CABINET on Sunday approved the administrative frame for Project Renewal, Prime Minister Begin's massive programme for the social and physical rehabilitation of

depressed neighbourhoods.

Officially, Deputy Prime Minister Yigael Yadin has been in charge of the project, which is designed eventually to embrace some 160 such neighbourhoods throughout the country. A budget of \$1.2 billion — which is to be raised over a five year period —

has been targeted for the project.

But despite the Cabinet's decision, which is ostensibly a sign of movement, the project is in difficulty. Prof. Yadin has apparently not provided the administrative drive that was expected; funds from abroad have been sluggish in arriving because there was not much sign of life on the Israeli end; and above all responsibility for implementation of the scheme got entangled in the running battle that has developed between the Jewish Agency and Absorption and Housing Minister David Levy.

That battle has also delayed any decision on the Horev Commission's recommendation to reorganize responsibilities for

aliya and absorption.

Were the issues simply competition or personal friction between Levi and Agency Chairman Arye Dulzin, or were they simply differences of principle on the proper division of labour between the government and the Agency, no doubt Mr. Begin could by now have found a reconciliating formula.

Apparently, however, what is at play is not only a combination of these issues, but also the growing conflict within the

Likud between the Herut and Liberal parties.

Mr. Levy presumably feels secure in the knowledge that he genuinely represents the mass of voters that brought his own party, Herut, and the Likud into power. He is not prepared to take a back seat to the Liberals, with its more doubtful popular base, or to the Jewish Agency.

Perhaps in his attitudes he also reflects the populist resentment toward bureaucracy and paternalism, whether deriving from the government or the Jewish Agency, that has especially plagued Israel's new immigrants and underprivileged.

The upshot, however, has been the establishment by the Cabinet of a cumbersome, perhaps unworkable, organizational scaffolding for Project Renewal that is in some way supposed to bridge the conflict that has arisen between Levy and the Agen-

If it could be left at that, with only bickering the consequence, little would be lost. But the danger is that not the politicians, but the nation's poor will pay the real price for the failure of Project Renewal, just as immigration and immigrants suffer from the failure to implement the Horev plan.

DURING HIS two-and-a-half years as housing minister in the first Begin government, David Levy often had reservations about Project Renewal's initial focus on social programmes and its attempts to organize residents of disadvantaged neighbourhoods, without first taking care of their basic housing needs.

Cynics said that this is what one might expect from a housing minister and especially from one seeking to build a base of political support in development towns and urban slums, many of which are target areas of Project Renewal.

Undaunted by this criticism, Levy set about putting his own stamp on the project after it was transferred to his control three months ago from the Prime Minister's Offce. In September Levy, his deputy Moshe Katsav — tipped to head the project within the housing ministry—and the chief administrator of the project, Prof. Daniel Shimshoni, launched an attack, alleging that the Jewish Agency tended to overstep its authority in the project and had failed to transfer millions of dollars pledged to the project by Diaspora communities.

Last week Levy and Katsav presented a progress report on the project to the cabinet, which decided that the government would "make every effort to rehabilitate the maximum number of neighbourhoods" during the coming four years. Renewal programmes have been started in 69 areas so far, out of the 160 neighbourhoods and small towns targeted for eventual rehabilitation.

LEVY DEFENDED his philosophy of stressing during the first phase, the so-called physical aspects of rehabilition, in a recent interview with *The Jerusalem Post*. He said that much of the unexpected resistance and apathy on the part of slum residents in the project's first stage arose from the lack of immediate, visible progress, which in practice means physical improvements in housing and the neighbourhood infrastructure (roads, parks, sidewalks, sewage).

(roads, parks, sidewalks, sewage). "We should have shown them that we were getting things done instead of just talking," he insisted, "so that people would begin to have faith in the project as a whole." Delivery on physical improvements "creates a favourable atmosphere for the acceptance of the social aspects of the project," which by their nature are harder to initiate and take longer to make an impact

"When people begin to believe in the project, they start to believe in themselves and start to help themselves," Levy argued.

Actually, from a budgetary point of view, Levy shouldn't have too much to complain about. During each year of the project since 1977, the Housing Ministry has gotten the lion's share of resources ... earmarked for renewal. In 1981, for example, his ministry was allotted IS814m., while the ministries providing social programmes got IS209m.

In his ponderous style, Levy discussed his ministry's achievements in the project in the last four years. "In the area of physical renewal, what we have accomplished is nothing less than a revolution, both in conception and execution.

"Till now we have made improvements in 15,000 flats, not only in their external appearance, but also internally. We have started to deal with the problem of large families living in small flats, and 5,000 flats have been enlarged.



Delegates from Diaspora communities concerned with Project Renewal during a visit to Jerusalem's Musrara Quarter. (Zoom 77)

Housing needs come first in Project Renewal

"There have also been some 1,000 problematic families moved out of renewal neighbourhoods, families which couldn't function properly, mainly for health reasons. They have not been put into new slums, but into surroundings where they would have a chance to adjust.
"We've built 3,800 new flats for.

"We've built 3,800 new flats for, young couples, for those who grew up in the neighbourhoods and for those moving in from elsewhere." In addition, 24 per cent of the ministry's budget for renewal went for physical improvements in neighbourhood infrastructure.

"One must see the project in its entirety. From the social point of view alone it's the largest (rehabilitation) project ever undertaken by the government. The physical changes too have meant a radical change in the neighbourhoods. "There are problems, it's true," he reflected, but, he added, in a phrase that recurred throughout the interview, "we are only at the start of our journey."

CRITICS have castigated the "plaster and paint" approach to renewal as superficial, ignoring the social and cultural roots of the problem. A theme implicit in Levy's defence of the physical approach to renewal was that taken together, the improvements in housing and infrastructure constitute a social change, or at least create favourable conditions for making the neighbourhoods "pleasant places to live and good places to raise children."

He stressed, for instance, that one of the purposes of the physical changes was to alter the composition of neighbourhood populations. Young people with skills and ambition tend to leave certain areas now

By Charles Hoffman Jerusalem Post Reporter

because of poor housing, a depressing environment and the perception that a stigma is attached to living in some neighbourhoods. The renovations, enlargements and new construction are designed to encourage the upwardly mobile elements to remain, which itself improves the image of an area. This is also accomplished by moving out families with severe social problems.

PHYSICAL CHANGES alone are not enough to change the quality of life in an area. This was stated clearly in Levy's report to the cabinet and was stressed in the ministry's report to the Jewish Agency Assembly which convened in Jerusalem last month.

These reports also described the varied social and cultural programmes carried out in the last four years in the target areas: community development, encouraging residents



Deputy Premier David Levy

to take a greater role in the project's decision-making and implementation; early childhood education and related guidance for parents; projects for marginal youth; new community centres with a wide range of social and cultural activities; and many more.

Social programmes, however, are not only harder to plan, implement, and evaluate than housing improvements, they are also more vulnerable from a budgetary point of view. Firstly, they are dispersed among a number of ministries and the agency. Second, once programmes are budgeted through Project Renewal, other governmental authorities sometimes seize at the excuse to cut back similar activities, claiming that the area is already being covered.

Asked whether the current or future rounds of cuts in the government's budget will drain resources from Renewal, Levy replied that "the cabinet's decision this week was to expand and deepen Renewal. I don't anticipate any cuts in this sensitive area. The matter has been discussed with Premier Begin and with the finance minister, and it was understood that we must prevent any regression in this area, which would undermine the trust that has been built up."

He is pushing to extend the project to more neighbourhoods, but refused to be pinned down to a specific or even a general goal for the expansion. This would be his top priority, he said, indicating that he planned no major changes in the structure or content of the local projects.

CHANGES CAN be expected in another area, though, or at least a serious attempt to shake things up in the relations between the government and the Jewish Agency, which serves as a conduit for the funds contributed by Diaspora communities for Renewal and which builds public facilities and provides some of the social programmes for the project.

In the past there were occasional conflicts and tensions between the government and the agency over their respective roles in the project. Now Levy has launched a campaign to fight what he calls the agency's wasteful "empire-building" tendencies, and its growing network of companies, staff and regional directors which parallels the government structure controlled by Levy. The agency's propensity to bypass joint frameworks for policy-making and implementation has also been criticized by Levy, Katsav and Shimshoni.

His campaign, he said repeatedly, is aimed at "eliminating waste and duplication." The goals should be to "save resources and concentrate the efforts of the government and the agency."

After broaching the matter at the agency assembly here, he met in late September in New York with top agency officials and with the world chairman of Project Renewal and the UJA chairman in the US. They agreed that there should be only "one address" for making decisions and carrying out projects.

As far as Levy is concerned, the "one address" is the intergovernmental committee for the project recently moved to his ministry. His goal is not to create a new "super-authority" for the project but to make sure that the agency doesn't develop a framework parallel to the existing one.

Levy vehemently rejected recently-voiced charges that this campaign was a new chapter in his war with Agency Chairman Arye Dulzin. They crossed swords several years ago over another issue of waste and duplication: the stillborn proposal to abolish the Absorption Ministry, headed by Levy, and create an Aliya Authority.

ANOTHER PROBLEM between the agency and the government that will be tackled soon — although it will probably generate fewer sparks — concerns the agency's failure to meet its financial commitments to the project. Instead of providing funds to match those put up by the government as promised, the agency, said Levy, has met only one-third of its current commitments.

Levy wants to increase the involvement of Diaspora Jewry in the project, not only on a financial level. For the first time in the state's history, he said, Diaspora Jews are "partners in an Israeli enterprise instead of just passive benefactors." This relationship, he asserted, "was not one of mere philanthropy, but a typically Jewish form of mutual involvement and concern for each other's welfare."

He said he accepted the need, voiced recently by certain Diaspora leaders, for a detailed accounting from the government and the agency of how renewal programmes have been implemented in the areas "adopted" by Diaspora communities.

Levy appealed to Diaspora Jews to lend a hand to Project Renewal in order to complete the task remaining after the founding of the state: "Building a society of equal opportunity, a society that stands united, a place where people feel it's good to live — and where Jews would want to come to live."

AWACS and the Fahd 'peace' plan

Zalman Shoval outlines a number of ominous developments he sees occurring in the Middle East and in U.S. policy towards the region.

IT NOW SEEMS certain that the main dilemma facing Israel on the diplomatic front in the foreseeable future will be Prince Fahd's socalled "peace plan."

It was clear from the outset that this initiative was not simply a haphazard, uncoordinated effort on the part of the desert prince. Indeed, in the light of last week's AWACS vote in the U.S. Senate, one cannot escape the conclusion that some U.S. — and certainly most European — policymakers view the plan as an acceptable, even preferable, alternative to Camp David.

In any event, the publicity accorded the Saudi plan was unprecedented. Time magazine, for example, immediately and enthusiastically endorsed the plan—erroneously headlining their story; "Crown Prince Fahd Speaks of Israel's right 'To Live in Peace'," though in fact the word "Israel" appeared in Fahd's plan only in connection with the demand that the U.S. stop its "unlimited" aid to the Jewish state.

In addition to the press, however, there were carefully orchestrated pronouncements by various diplomats who would never have gone out on a limb on such a delicate matter without some sort of official blessing.

The former U.S. ambassador to

The former U.S. ambassador to Damascus, Talcott Seelye, for example, stated "that the Camp David peace process would probably run out of steam by next summer" and that it could be replaced by the Saudi plan — adding that the Reagan Administration would soon be "looking for a new framework which takes into greater account the legitimate Palestinian aspirations."

Nor can one but interpret Washington's failure to appoint a senior representative to the autonomy talks as anything but disenchantment on its part with the entire Camp David process.

IT IS EVIDENT that from Israel's point of view, the Saudi plan is incomparably worse than, for example, the Rogers Plan of the early '70s, which at the time was roundly condemned by almost all Israelis.

Whereas the Rogers Plan did agree that some alterations in Israel's eastern frontier were necessary, the Saudi proposal calls for withdrawal from "all the Arab territory occupied in 1967." And while no mention was made in the previous plan of a Palestinian state, Israel is now expected to agree to just that

Nothing, of course, is now said about UN Security Council Resolution 242, which did couple the call for withdrawal from "occupied territories" with Israel's need for secure boundaries.

Particularly significant is the point in the Saudi plan which, in effect, affirms the "right" of Palestinian refugees to "repatriation" — that is, not only of Six Day War refugees to the "occupied territories" but also the repatriation of

all other Arabs from what used to be Mandatory Palestine to return to Israel west of the Green Line.

In return for all this, the plan emphasizes "the right of the states of the region to live in peace" (without expressly naming Israel, of course).

I believe it was Art Buchwald who not long ago pointed out that terms like "moderation" and "extre mis m" are wholly interchangeable when policy considerations require such flexibility. A rabidly anti-Israel and basically corrupt and anti-democratic Saudi regime is thus termed "moderate" by U.S. official spokesmen. Indeed, President Reagan goes so far as to claim that the supply of the AWACS to the Saudis was important to Israel's security.

HOWEVER, it is not the military implications that are under discussion here, but the political implications, and in this context the following points should be stressed:

Firstly, "strategic cooperation" and proclamations of "moral responsibility to the survival of Israel" notwithstanding, the U.S. will pursue whatever policy it perceives at the moment to be in its best interests — even if it endangers the security of Israel. (There is, of course, nothing new in that, but some of us tend to forget it).

Secondly, the AWACS deal — its timing and Washington's policy towards Riyadh in general, despite the Saudis' adamant opposition to Camp David — has made the rest of the Arab world aware that the present American administration is not too enchanted with the Camp David process and that it sees in Prince Fahd's proposals an acceptable alternative to the autonomy plan for the "West Bank."

It follows that we should not be overly impressed by the official American rejection of the point in the Saudi plan which calls for an "independent Palestinian state, with Jerusalem as its capital." By singling out this item for rejection, Washington — at least implicitly — accepts the rest of the proposals as a basis for discussion.

PERHAPS THE most serious aspect of the matter is that Washington agreed to the AWACS deal not because Saudi Arabia had joined the Middle East peace process along the Camp David lines (including the recognition of Israel) — but in spite of their rejection of its

One of Israel's most serious miscalculations in the last few years may have been that even if nothing comes of autonomy plan, the present status quo with regard to the Palestinian issue could be prolonged indefinitely.

This assumption was never true in the past, and it certainly will not be true in the future; for, despite the fact that the real source of Middle East instability lies in the confused and complex antagonisms which separate the Arab states themselves—and in the Soviet Union's clever exploitation of this situation—the



Saudi Prince Fahd

U.S. is convinced, rightly or wrongly, that the Palestinian problem must be solved, or at least temporarily side-tracked, in order to cement its relationship with the Arab oil-producers.

It is, therefore, more than unfortunate from Israel's point of view that so much time has passed without making progress on the autonomy plan.

But even at this late hour, there may still be a slim chance that the course of events can be changed—by the adoption, for example, of the late Moshe Dayan's plan of establishing a sort of de facto autonomy by unilaterally abolishing the civilian functions of Israel's military government in the "territories."

BUT THERE IS one further matter to which we must pay attention: the Saudi plan is also intended to serve as a passport for the PLO's eventual inclusion in the diplomatic process in the Middle East. And it is not surprising, therefore, that the PLO's reaction to the plan was favourably ambiguous; Yasser Arafat himself went so far as almost endorsing it.

As a matter of fact, he and several of his aides, on some occasions, had presented plans of their own which did not look too dissimilar from the ideas expressed by Prince Fahd.

One distinct similarity, for example, was the idea of placing the "West Bank" and the Gaza Strip under a transitional UN trusteeship until an independent Palestinian Government could take over.

This theory, as well as the likelihood that the U.S. Government may be at least partially behind the Saudi initiative, was given further credibility by none other than President Reagan himself when he declared recently that, with the aid of Saudi Arabia, the U.S. may be willing to open negotiations with the PLO — adding the usual qualification that the PLO would first have to recognize Israel's "right to exist."

A debate seems to be going on inside the PLO about whether it should accede to this demand, with the opponents still having the upper hand. But is it really so inconceivable that one day soon someone in Washington will suggest that the PLO's acceptance of the Saudi plan — including the none-

(Continued on page 15)

Knee-jerk rejection may be a mistake

Post Diplomatic Correspondent David Landau argues for very careful consideration of the Saudi peace plan even though Premier Menachem Begin is probably right in his flat rejection of the plan.

IT IS entirely likely that Prime Minister Begin is right: that the "so-called Saudi Peace Plan" (as he so calls it) is merely "a plan for Israel's liquidation in stages." There is a "high probability," to use a chilling term from our all-too-recent history, that Begin is right, and that therefore his flat rejection of the plan is justified.

But what if he isn't? Even in some cases of "high probability," as we have come to learn, there is just that element of "low probability": (Svirut nemucha) that should also exercise the minds of policy-makers.

I use the emotionally loaded language of "probability" advisedly. I deliberately seek to bring back to mind the terrible memories of October 1973 because there is some probability — high, low, medium, future historians will determine — that the war would not have happened if Israel had responded positively to Sadat's first peacesignal in 1971.

At that time, in 1971, when the new and universally despised Egyptian president first referred to the notion of a "peace agreement" with Israel, the "probability" that he was sincere was perceived as no higher than the "probability" today that Prince Fahd means peace.

Indeed, even in 1977, after the secret Dayan-Tohami meetings,

Indeed, even in 1977, after the secret Dayan-Tohami meetings, when Sadat announced that he was ready to go "to the Knesset in Jerusalem," there was only a "probability" — certainly no certainty — that he sincerely meant peace. The then chief-of-staff Mordechai Gur was by no means alone when he warned that this might be a ploy to liquidate Israel, in stages or otherwise.

MOST ISRAELIS, and no doubt Begin among them were troubled by the same fears. Nevertheless, the prime minister, in a stroke of historic statesmanship, resolved that Israel must give it a try. Sadat's speech from the Knesset

Sadat's speech from the Knesset podium was not very different in its content from the Saudi plan today. Of course, though, his very presence there — and his unequivocal talk of peace and normalization and acceptance in the region — made all the difference, and "broke through the psychological barrier" of suspicion and distrust.

There has been no such dramatic, barrier-breaking move on the part of Prince Fahd or King Khaled.

Nevertheless, Menachem Begin (and the rest of the political establishment, including the Labouropposition) will not be exonerated before the court of Jewish history if they fail to give due consideration to the Fahd plan, however cautiously. Perhaps, just perhaps, this is another of those rare cases where the "low probability" scenario supersedes the "high probability assessment — the assessment that the Saudi plan is purely "a dagger to be driven into our heart" (Foreign Minister Yitzhak Shamir).

Perhaps. But we will never know unless we attempt to find out. Instead of a blanket rejection, our response to the Fahd proposals should have been — and still should be — a searching challenge. We should announce our agreement with one or two of the eight points (for example, freedom of worship), our reasoned rejection of the others, our own counter-proposals — and our invitation for negotiations with the Saudis at Geneva next Monday morning.

Monday morning.

The purpose would be tactical: to put them on the spot, and to try, thereby, to ascertain their true interest.

Such an Israeli response need not prejudice the Camp David process. The Saudis are not parties to Camp David; they are not required to participate in any negotiations under Camp David; and offering to hold a separate, parallel dialogue with them need in no way imply a weakening of our commitment to Camp David.

ISRAEL'S REACTION has been precisely the opposite. It has not only dismissed the Fahd proposals out of hand, it has ominously hinted that if the U.S. adopts them, the Camp David process could come grinding to a halt.

Dissecting the Saudi plan in a letter to President Reagan, Begin contended that Fahd does not even mention the fundamental concepts of "peace" and "negotiations." And Israeli officials cite a Saudi newspaper which stated that the plan does not imply "recognition" of Israel.

This is textual exegesis, and as such is quite convincing — though not indisputable. When the leading statesmen of the Western world, after meeting with Fahd, publicly praise the proposal as a "peace plan" and as a basis for negotiations with the State of Israel, the crown prince does not contradict them. Moreover, Fahd's plan does, in fact, refer to "peace" and to "Israel" and does seem backhandedly to imply recognition.

And the fact that the Arab Rejectionists have assailed the plan ought itself to give us in Israel cause to pause before joining them in their knee-jerk rejectionism.

But all this is too superficial. The government's concern with the "low probability" scenario should be much more basic: perhaps the Riyadh family firm, for its own entirely self-centred interests, has come to the conclusion — as Sadat did in the '70s — that the Arabs must refuctantly reconcile themselves to Israel's existence. Perhaps the Saudis have decided that they cannot, in the long term, count on American protection against the Soviets, and against the Moslem fundamentalists — while at the same time continuing to preach and practise jihad against the Jewish state.

Dec 9- 79

COMMENTARY

IS YIGAEL HURVITZ aborting Project Renewal? If so, it may mean the demise of the unborn political future of the Likud: not just that of the present government, but rather that of Prime Minister Begin's Herut Party as a mass movement with a constituency concentrated in urban working-class neighbourhoods.

For the new treasury minister, the government budget is not only a prime factor in the inflationary spiral. It is also the only element in the economy over which his control, at least in a formal sense, is paramount. Cutting down the degree to which the state itself is stoking the fires of inflation seems a sensible first step in bringing the flames under control.

True enough, if inflation were all that Israel had to worry about. But Mr. Hurvitz is well aware that this is hardly the case. Security, for example, has obvious priority, and the needs of the armed forces will presumably take precedence over budgetary considerations. The hawkish minister has also indicated that settlement in the West Bank is nothing more than a normal housing item that strayed geographically.

But what about Project Renewal, the joint government-Jewish Agency effort at urban rehabilitation that seems to have finally reached the point of take-off after a lengthy period of gestation? Given the notso-hidden pressures at work, Yigael Hurvitz may find that too much concentration on banking the fires of inflation, if carried out mechanically and without regard to the social costs, could turn urban slum neighbourhoods into something hotter politically than anything this country has seen since brimstone went out of fashion.

Reporting about demonstrations in the poorer neighbourhoods over the new economic programme has focused attention on the organizations at work in the field - the Panthers. Ohel, Sheli. But this preoccupation misses the point, which is that the neighbourhoods are largely unorganized. Working together for community aims, political or otherwise, is a skill that people in the neighbourhoods are only gradually acquiring. This is a major reason that they are problem communities. It is also a major

Abandoning Project Renewal, the Israel-Diaspora Jewry plan to rejuvenate slum neighbourhoods, for reasons of economy could have dire results, writes Allan E. Shapiro.

The real meaning of Project Renewal

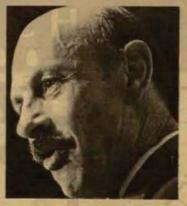
reason that, politically, they are up for grabs.

UNLIKE the older, more integrated social strata, the urban neighbourhoods never developed the political archetype of the prestate yishuv, sometimes caricatured as the enthused robot. Slum-dwellers never believed strongly enough in any ideology to support blindly any leadership with unquestioning faith.

For the old-timers, the 70s, with the vacuum at the top and the loss of faith in the traditional political religions, brought either flight, apathy or a yearning for a bornagain Zionism. In the neighbourhoods, "Begin, Begin!" was the cry of the alienated, making their voice heard from outside the system.

The post-Yom Kippur War disillusionments brought political protest to the fore within the establishment itself. Outside the system, it had arrived a decade before. The protest that coalesced into the Democratic Movement for Change came from those who felt locked in by the political system. The urban slum-dweller continued to feel locked out.

Then Begin came to power, and he knew where his support came from. Thinking in terms of a massive housing programme, he declared the start of an effort designed to eliminate urban slums in five years. In the fall of 1977, with the entry of the DMC into the coalition government, the programme changed from one primarily of physical construction, under the auspices of the Housing Ministry,



Deputy Premier Yadin... parliamentary responsibility for the project.

into one in which physical and social goals became intertwined. The programme was designed to change the system as much as to change the facts of urban life in Israel.

The primary aim of Project Renewal is the development of the ability within the target group "to influence and accept responsibility for their own condition and that of their neighbourhood."

This is to be achieved by what is, for Israel, the revolutionary device of bottom-up planning, in which local initiative is the motor power. Instead of manipulation by people from above — the way most Histadrut trade unions became organized, for example — the aim here is movement from below.

How, then, should Project

Renewal be judged? Primarily by the number of local steering committees actually functioning in the neighbourhoods and by the number of programmes presented by the local steering committees and approved by the inter-ministerial committee, in which the Jewish Agency is also represented. Here, the accomplishment is impressive, with approved programmes rolling out at the rate of more than one a week.

PROJECT RENEWAL has always had a mixed press. Part of the explanation is Deputy Prime Minister Yigael Yadin, who has parliamentary responsibility for the programme and whose ideas about decentralization are in tune with the philosophy of the project. Personal opposition to Yigael Yadin has extended in many cases to the programme with which he is identified. Some of that opposition -Yadin's feud with Jerusalem Mayor Teddy Kollek, for example - has its roots in personal disputes that are not connected with present political issues. In other cases, its source is in political disenchantment with Yadin.

In some cases, the press has been measuring the new programme in terms of the physical accomplishments of the building programmes of the 1950s. But the housing of waves of immigrants in the immediate post-Independence period has obscured the fact that many of today's urban problems are precisely the result of that success — a success that demonstrates how slums can be the

product of enlightened intentions as well as the result of blind social forces.

BUT SUPPOSE that Project Renewal is really a non-starter. Is the alternative Project Write-off? The rumbling of recent demonstrations shows how unrealistic this would be. From every point of view, Israel simply cannot afford the alienation of a substantial segment of its population. We cannot tolerate an internal Jewish West Bank. Nor, for that matter, can we tolerate an external Jewish West Bank.

Project Renewal was from the start a partnership with the Diaspora. UJA money has been raised specifically for neighbourhood projects, with matching grants promised by the state. And the participation of contributors has been personalized.

In some cases, Jewish communities abroad have appointed local representatives to give professional advice to the neighbourhood steering committees of their adopted communities and to keep their own people informed of developments in the field. Participatory democracy, which lies at the heart of Project Renewal, means that the cash contributors do not have a voice in the final decision-making, but they are in the picture.

This itself is an irreversible development. If Yigael Hurvitz tries to freeze Project Renewal, he will not only freeze very substantial funds that have been raised abroad for that programme and cannot be diverted to other purposes, but he will also freeze our relations with Jewish communities abroad actively committed to the programme.

The real test of Project Renewal is whether it has really taken root in the target communities. If so, then it has set in motion forces that may already be coming to the surface.

Community planning and responsibility, the goal of Project Renewal, is a process as well. The inevitable first part in the process is the raising of expectations. Applying the fiscal axe to Project Renewal may prove an economy that the country cannot afford.

The author teaches political science at Haifa University.



Top, apartment block in Musrara. Below, sketch by architect David Kroyanker showing additional rooms added on to front of building.

327.78

Sunphot

Urban renewal schemes under way in capital

By ABRAHAM RABINOVICH Jerusalem Post Reporter

In Musrara, extra rooms are being added to the apartments in two cramped slum blocks on the former border. In three teeming Katamon blocs, families are to be moved out so that apartments can be combined to provide expanded living space for large families who remain. In Baka, a street which had been the most neglected in the neighbourhood is being totally face-lifted.

Here and in four other neighbourhoods in Jerusalem, the first stage of a massive slum improvement programme is being launched by the Housing Ministry and municipality with financial help from world Jewry and the direct participation of the slum-dwellers themselves.

In a tour of the neighbourhoods last week, the ministry's directorgeneral, Shlomo Avni, said that 1,500
units in the city would be affected in the next two years at a cost of IL150m. The programme is being carried out within the context of a nationwide plan to rehabilitate 160 slum neighbourhoods within five years at a cost of \$1.2 billion, half to be raised by the UJA and Keren Hayesod and half provided by the government.

Each of the seven neighbourhoods in Jerusalem has been adopted by a foreign Jewish community, according to Avraham Avi-Hai, chairman of Keren Hayesod. Yesterday's tour, led by Mayor Teddy Kollek, was filmed for showing to Jewish audiences abroad who will be asked to provide the money for implementing the programme.

The most far-advanced project seen was in Musrara, where construction is already under way. About 100 apartments measuring up to 45 square metres each are being provided with extra rooms measuring 18 square metres plus two balconies.

Architect David Kroyanker explained the difficulty in getting agreement of all the residents in the four-storey building to the change. They were asked to choose among a number of alternative designs and a majority vote decided. The residents were provided with easy-term loans of about II.70,000 to cover the costs of expansion, although the real cost was IL100,000. In addition to the expansion of apartments, the infrastructure of the buildings and their immediate surroundings are being changed. Central television antennas and gas will replace the existing clutter, and plantings and playgrounds will be added. Social workers have also been brought in to involve the residents in the programme.

programme.
In Baka, municipal planner Sarah Fuchs described how Rehov Levi is being completely revamped with modern street lighting, paving, fences, gateways and gardens. Residents of 10 of the 13 houses on the short street have been actively involved, she said.

In Katesmon Het, Blocks 101,102 and 103 — notorious for their over-crowding — are to be thinned somewhat of their population by shifting families to other neighbourhoods. Their vacant apartments will be combined with adjoining apartments to make larger living units. If this is insufficient to solve the problem, said housing officials, then additional rooms might be added on, as in Musrara.

Architects to Begin: Consult us more \7.878

The Israel Association of Architects has expressed concern over the fate of the Prime Minister's initiative for the rehabilitation of

deprived areas.

In a tactfully-phrased letter to the Premier, the architects say they are worried because they are not being consulted on the plan's implementation, despite their impression, gained in an interview last January with Deputy Prime Minister Yadin, that their help would be welcomed.

their help would be welcomed.

In the letter they stress that their motive is to try to prevent repetition of past mistakes when public building in the 1950s and 1960s led to the creation of deprived areas through deficient planning. They ask the Premier to agree to meet with a delegation of architects from the Association, to hear their proposals at first hand.

DANIEL PATRICK MOYNIHAN A MOMENT INTERVIEW



M: Is it your sense—it is the sense of many Jews in this country—that there is a new anti-Semitism hap-

DPM: Could I put this in a more general context? You'll have to remember that this is part of my experience and perhaps accounts more for my response than it might if I'd had no involvement in these things in the past. From the time I went to the United Nations, I've been preoccupied with the success of the Soviet effort to delegitimate the State of Israel, to put forward propositions about what the State of Israel is like and about what Zionism means—and what is to be inferred from this, across the spectrum of Jewish activities—that are so shocking and so unbelievable that I think a great many people in this country-most Jews-can't imagine that there would be any real effect to this campaign. And I say to you that there has been an effect, there is one. You can see it, you can sense it.

Let's describe the nature of the campaign and see what it's about. The Soviets began this between the Six Day War and the Yom Kippur War, but it was really after the Yom Kippur War that it got going. The Soviets had tried to overrun the State of Israel militarily. They tried it twice, three times, and they found they hadn't done it. They armed and equipped and managed the Arab attacks and the attacks did not succeed. Far from losing, the Israelis won. They didn't just "hold on," they expanded. Then, in 1972, this new Soviet campaign appears. Bernard Gwertzman of the New York Times was one of the first to report it. It had that stunning Orwellian quality: asserting something so utterly unthinkable that one's reaction is, "If something so unthinkable is being said, there must be something to it."

What was the proposition the Soviets began to put forward? It was that the Jews, far from being the victims of the Nazis, were the successors to the Nazis. There was, first of all, a two part article in *Pravda*, which is the beginning of a campaign, Soviet-style. Then it

gathered momentum. Within weeks, there were film clips on Soviet television in which Ben Gurion's face was superimposed on Hitler's. It has never ceased. It has, if anything, grown more grotesque.

There's a background to this campaign, which Bernard Lewis described in an article in Foreign Affairs which he wrote following the Zionism resolution at the U.N. After the Second World War there were anti-Soviet separatist movements, mostly among Moslem populations down along the Southern border. There was a certain link between some individuals and the Nazis, in the manner of the Grand Mufti of Jerusalem. The Soviets responded that these groups as a whole were pro-Nazi. That came to be part of their stockpile of responses to use in dealing with separatism, or anything that smacked of separatism.

Then came the Six Day War, which increased Jewish consciousness in the Soviet Union. A number of Jews said, "Look, we want to get out of here, we want to go to Israel." Suddenly the Soviets came down with this response—that Zionism was like Nazism.

I've just finished writing a book-called A Dangerous Place, meaning, of course, the United Nations-in which I describe how the Zionism resolution really blindsided us. I had just taken the United Nations job on the 30th of June. I attended a dinner for Solzhenitzyn that night and left the next day for Geneva. I had no more arrived in Geneva when I got a cable from our delegation to the International Women's Conference in Mexico City. The cable said that they'd had a wonderful conference, and that we had achieved all our objectives. There was one little problem, the Conference had defined Zionism as racism, but aside from that it had been a great, wonderful conference. I sent back a cable in which I said if it had been such a wonderful conference, and if we achieved all of our objectives, why did we vote against the final resolution? They replied that it was because of this Zionism passage. I

remember quoting in my answering cable a line from Disraeli, "Few ideas are correct ones and none can know which they are, but it is with words that we govern men." They, of course, had thought that it was all rhetoric.

The Zionism resolution came to the U.N. when it became clear that Israel couldn't be expelled. This was the alternative. Now I'm going to say something rather sensitive, which I go into in my book. I received a call one day from Chaim Herzog, the Israeli ambassador. He said that this assertion was an outrage. He asked whether we would be with the Israelis on it. I said we certainly would be with him, and that we'd better start organizing. He then went out to talk within the American Jewish community about this issue, but he couldn't get any response. In fact, he eventually made a speech to the Conference of Presidents of Major Jewish Organizations in which he said, "What is the matter with our community in America that they don't see what is being said? This is the first time that our national movement has been attacked in this way, and there is no response." His speech was so unsettling that there was actually a discussion in the Israeli cabinet about recalling him.

Now I enter the world of speculation. My speculation is this: the idea was so monstrous that no one wanted to believe that anyone could believe it. Even though there was a pattern. At the time I used the image of Lincoln's framing timber speech, drawn from his debate with Douglas on the extension of slavery. Lincoln said, "If you were driving along a road one day and saw that someone had put a pile of framing timbers alongside the road, and the next day you saw some stones there, and the next day some shingles, wouldn't you assume that someone was planning to build a house?" But the pattern wasn't seen. This thing had started in UNESCO, when it was asserted that the cultural rights of the Arabs had been violated by the Israelis. Then it went to the ILO. Then to the Zionism resolution at the

Women's Conference. Then to the World Health Organization. They really came in under our radar, because they were saying things about Jews that the Jews could not believe anyone would think about them.

M: You're probably aware that because "Zionism is racism," some British campuses have declared that Zionist organizations cannot function there because they have regulations outlawing racist organizations?

DPM: Oh, yes. You find it all over the world. Look, you understand these things. Hamevin yavin. The campaign has been a sustained, organized effort. When the Soviets start something like this, they just plod away and plod away. Obviously, the Arabs have joined them, and the Cubans have been the biggest expositors of it. But it has an effect. I can read it in this town right now. When, for example, the Israelis moved into Lebanon, suddenly we started seeing columns in the newspapers reporting how daring journalists were visiting guerrilla camps up in the hills, reporting on the brave young guerrilla men and the young brave guerrilla girl sitting around the fireside singing guerrilla songs at night, and during the day fighting tanks with their bare hands. Down in the valley are the tanks . the facist tanks.

The point about Goebbels is that he succeeded. Which is a long way to get to my point, which is that I don't think people have been as sensitive as they might be to the fact that things are being said about the Israelis which most Jews in this country don't believe anybody could believe. And it's a very dangerous moment.

You mentioned Britain. In Britain, Zionist organizations—and practically, you might as well say Jewish organizations—are being driven off English university campuses. The British do that? Yes. Yes. Stay in touch with what happens in Britain, because I think some of that same virus is coming over here.

Now in the British universities this anti-Jewish movement originates with the Communists. Openly. But of course the Right can pick up Communist slander, and does. I have just read a column by Mordecai Richler in the Canadian news magazine Maclean's in which he reports that Joseph Clark, the leader of the Conservative Party of Canada, "refused to withdraw his support, in a Quebec byelection, for a candidate, running under the Conservative Party standard, who was an anti-Semite of the most primitive sort. Zionism, he said, could be equated with Nazism." Then from the Center you get troubling comparisons. The Globe Mail of Toronto, an eminently respectable newspaper, has just compared the Israeli movement into Southern Lebanon as a "blitzkrieg invasion."

That's why I got so very upset with the American government last year when it started talking about the illegality of the Israeli settlements in the occupied territories. You remember that the Secretary of State said the settlements were contrary to international law. Then the President started speaking about them as illegal. I remember calling up and saying, "What is this international law that is being violated?" The answer came back. "Article 49 of the Fourth Geneva Convention." Well, what is that? Look it up: It says that an occupying power may not transfer or deport its population to the territory it occupies. Now what were these conventions all about? The Geneva Conventions made the Nazi regimes illegal, in a kind of ex post facto way. They codified all the things the Nazis did and said. "Those things are illegal." I said to the State Department, "What is the matter with us here? You must know that this Soviet campaign, and now this Arab campaign, is taking place. You can say that the Israeli settlements are just damned foolish, you can say they are wrong, they are stupid, they are outrageous. Say what you will about them, but do not compare them to Nazi behavior. In what conceivable

sense can those 5,000 people be said to have been transferred or deported? Half of them went there against the will of the government, half of them with the connivance of the government. They wanted to go there. In no sense were they transferred or deported."

M: Do you see this campaign, as you term it, as having political consequences in this country?

DPM: I would put it to you that there are two forces closing in on Israel. It's really very important to distinguish between them. If you mix them up, you're going to be in for a lot of confusion. The first are the people who just don't much approve of Israel. The objective reality in the world is hardly philo-Semitic, and there are people who really think that the Israelis do some of these things that we hear about, and they aren't sympathetic at all. Think of the British universities again, and how outrageous that is. It's happening right in front of us.

There's that group, and then there's another force moving against Israel, which really is a different thing. That's a group that says, "There's only one thing in the Middle East that matters, and that's oil. Israel's enemies have it, and Israel doesn't. So grow up. A great power can't act as if the thing that is most important to it in the world is not important. It is. We could look up some day and find that we've lost Japan, we've lost Western Europe. What kind of concern . would justify that? So we need some modification of our ties to Israel."

There's nothing ideological about this latter group, but it's very real, all the same. And it does seem to me that it's extremely important to distinguish between people who have no ideological animus against Israel, but who simply argue that the objective situation is that Israel is in the way of the national interest of this country and its allies—that is what has come of letting that oil cartel become so effective, so powerful—and those who find Israel ideologically distasteful.

I have to say, as an old CCNY man, that I've always thought the Jews to be the most subtle analysts of ideological nuance—fascinated by it, good at it, given to it. Heavens, didn't I in my youth learn seventeen varieties of Trotskyism, with profoundly important distinctions? I could never tell one from the other, but I knew the distinctions were there. Nathan Glazer would explain them all to me.

I concluded that where ideology is concerned the Jews were like wine tasters; there are, say, fourteen distinct varieties of Medoc, and there are people who can tell one from the other. The Jews of my generation could make the same distinctions among ideas.

M: I gather that what you are saying is that Brzezinski is wrong on substance, in your view, but that it's both misleading and dangerous to suppose that his wrongness derives from anti-Semitic impulse.

DPM: That's right, that is what I think. And I even have to modify that a little bit to say that I don't think Brzezinski is wrong in thinking that the Arabs have oil and the Israelis do not. That's simply an objective reality. What I think he is wrong about is in not placing the kind of weight that I have tried to place on the importance of Israel as a democracy, on not letting another democracy go under.

Remember, I thought it was horrible when we just sat around and let the Lebanese democracy be butchered by Soviet arms and Soviet clients. I kept saying to people, "What is the difference between Lebanon and Israel? Are they not both small democracies on the Eastern littoral of the Mediterranean? Are they not both related to us? How can we let one get torn up and the other not? What will be the argument not to have the other torn up, too? If it turns out that you let one go, why can't you let both go?" Unless you simply say, "'We will not let a democracy be overrun by Soviet arms."

My view, to be very blunt about the word, is that the ideological issue is the most important issue of all. We have to see that. That's what I was arguing about at the U.N., that's what the human rights issues are about.

Take Sadat. We got enamored of Sadat in this capitol—I don't have to tell you more than that, you know what I'm talking about. I found myself saying to the people at the other end of the Avenue, "Look, of course Sadat can swing into town and say, 'What do you say we sign, I'll sign right now.' But he comes from a country where the only person who has to sign is himself." I do not mean to be personal about Mr. Sadat, not at all personal. But the record of authoritarian or totalitarian states keeping their agreements is not very impressive. Yet we found ourselves getting absolutely out of patience with the Israelis who wanted to see every clause, to see every punctuation mark, who wanted to know exactly what the words meant, who wanted to know whether both sides understood the words to mean the same thing. So people around here started calling the Israelis "Polish lawyers," and I would say to them, "Did it ever occur to you that they want to know exactly what the agreement says because they mean to keep it? First of all, they have to get agreement from a lot of people in their political system before they can agree to it, and when they agree to it, the agreement will be kept. They pay a very great attention to the meaning of words because it happens to be a government of law. If you have a government of law, you pay very close attention to what the law is, because once you've agreed to it, you're stuck with it. Of course the Israelis are a pain in the neck; that's because they're a democracy. That is also why they're durable. That's why they'll be there. Begin won't be prime minister forever; somebody else will be, and that somebody else will keep Begin's agreement. When Begin goes, his agreements don't go with him. The polity has committed itself."

There was almost a feeling around this town that it's easier to deal with places that aren't democ-







racies, you can get agreements from them so much more easily. But isn't the point obvious? Sure you can get an agreement from Idi Amin any time you want, but try to hold him to it the next day.

Look at what we did on the Panama Canal treaty. The Senate debated the treaty for two full months. This may have seemedsometimes I thought it was-an excessive amount of time. But we were entering an agreement that's to take effect over a period of years all the way to the year 2000, and we'll keep it. Whoever will be running the American government in the year 2000 will consider himself bound by this agreement, will either abide by it or try to renegotiate it. And that's the point about rule of law.

M: One of the things we've been saving for some time is that it's a mistake for Israel's friends in this country to pin the central defense of American support for Israel on American strategic interests. DPM: It is certainly necessary to see beyond exclusively "strategic" interests, so-called. One certainly can identify important Western strategic interests in a secure Israel, but that is not all there is to it. Frankly, I've been surprised at the resistance even in comprehension that one sometimes encounters among people when you tell them that once they argue exclusively from the "strategic" interest, they're introducing a relative quality rather than an absolute quality. There can always be a "greater" strategic interest that develops, a "newer" strategic interest.

That's not to deny the Israelis are a huge asset strategically, particularly if we can ever get to a situation—and we really should hope for such a situation—where the Iranians and the Saudis and the Egyptians and the Israelis all come to see their common interest. They have very much of a common interest. That interest is to keep the independence of that region.

M: Are your colleagues in the Senate annoyed with Israel?

DPM: Some are. Particularly when Sadat made it look as if we could have instant peace if the Israelis would just do what he said. And somehow the opening proposition that Begin made about the Sinai never was seen as an act of generosity and trust. Begin said-just for openers—"The Sinai is yours." That's no rug merchant speaking. That's a statesman saying, "Look, we know what the general configuration of a settlement is, and we'll just start out by saying, 'Of course that's yours.' " After all, when did the Sinai become part of Egypt? It was in 1906 that Britain took a slice of Sinai from Turkish-owned Palestine and handed it over to the Egyptians. That recently. So Begin's was a generous act.

M: You've suggested that the central difference between the American administration today and the Israelis is that the one is preoccupied with oil, the other with safety, even survival.

DPM: Plus that little touch of dislike and suspicion, that virus that's taken hold here that says the Israelis are not a good people, their state is not a legitimate state.

M: What about the explicit difference on the Palestinian question? The Israelis regard Egypt as the key to the puzzle, the Americans now regard the Palestinian question as central. What's your view? DPM: I don't know. You know, I've never been to the Israeli embassy for dinner, but I went to the Egyptian embassy the other night, when General el Gamasy was here. I am impressed by the degree to which they seem to want an end to wars with Israel. It seems to me that they ought to want an end to them. I don't have to invent reasons to explain their behavior. What's that wonderful line by Metternich at the Congress of Vienna? Metternich was awakened in the middle of the night to be informed that the Russian ambassador had just dropped dead, and he rubbed his eyes and said, "Now what can have been his motive?"

I can well imagine why the

Egyptians would want out of that misery.

M: Let's go back to the anti-Semitism thing for a minute. Isn't it more than Israel's apparent abandonment? What with Skokie, with swastika daubings, other small things collecting, even-in the view of some people—the rise of the Evangelical movement-isn't something very new and dangerous under way? And what you're saying is that this all began, and continues, as part of a concerted Soviet campaign, and that that is a real thing. DPM: Yes, it's a real thing. Once and for all, let's get rid of the idea that the "old regime" is the enemy. That's a 19th century formulation that doesn't really fit very well a century later. For every Evangelical that might, say, tend in that direction, there's overwhelming evidence that others tend in just the opposite direction. The people in this country who have perhaps deepest religious attachment to Israel are the Evangelical Protestants. They point to those passages in the Bible that say it straight out. In that respect, President Carter with whom I've talked about these things—has a commitment to Israel that is religious even before it is ideological. To the degree that there's a sort of crazy Right, it has no prestige in this country and it will never get anywhere in this country as long as liberals are not confused and not conflicted in their attachment to Israel.

M: The Soviet thing is a bit of a puzzlement. We want, we sophisticated erstwhile liberals, to achieve somehow a modus vivendi with the Soviets. We want SALT II, we want cultural exchange. And then come these examples of utterly primitive, savage behavior by the Soviets, like the Orlov trial and sentence. How do we navigate that?

DPM: Be firm, as firm as necessary. I don't know of any alternative. You simply have to say to them, to make clear to them, "No, we will not have this. We are not a soft people. We are perfectly capable of resisting on whatever terms neces-

sary. We will not be intimidated."

Solzhenitzyn, we must remember, was reflecting a very considerable range of Russian opinion, and not just the opinion of those Russians he approves of. They think we suffer from a failure of nerve. And we've got to make it clear that we don't. I don't know enough about this to know what would produce a change in Soviet opinion, but certainly, certainly they will never interpret our willingness to go along with them, when they are atrocious, as anything but weakness and fear. So I put myself down as a man of the Jackson amendment.

M: It's ten years since we worked together, ten years since Robert Kennedy's campaign. What's happened to us? Have our beliefs changed?

DPM: I would not say that. I would say that you and I are still here. Now I'm the Chairman of the Subcommittee on Welfare Reform, plugging away at the same thing I was plugging away at when we were at the Joint Center together. We're still here, still doing our work. We haven't gotten bored, we haven't dropped out. We were documenting with great care, ten years ago, the limits of the probable results of certain kinds of government interventions, and it doesn't come as a very great surprise to us when ten years later, everyone discovers them and there's all kinds of dismay. That's nothing you and I didn't have seminars about in 1967.

M: You've probably had as much or more contact with Jews and the Jewish community than just about anybody in public life today. Any advice to give the Jewish community on how it goes about its tasks? DPM: I have no advice at all. I think the Jews are the most vibrant, effective and informed community in this country, bar none. Wonderfully alive and intelligent, aware and in touch with themselves.

I would add this: Don't settle for devil theories. That's the kind of mistake made by people with too little information. Our problem is

that we have more information than we can handle. Second, everybody has to be aware that we have to live within this system. We have to agree that we can't agree about everything always, and that if we aren't together on one thing, that doesn't means we'll never be together again. Now I'm very bitter about the arms package, because I was at the U.N. when we brought the Sinai II agreement to the U.N. and it was very straightforward. We said to the Israelis, "if you will move out of those passes, and come way back up here, we will compensate you by giving you these planes." They kept their side of the agreement, but when the time came for us to keep ours, we said, "We are going to give you these planes, but we're also going to give twice or three times as many to these other people." They said, "What in the devil is that all about?" So it was a bad thing, a wrong thing. But that doesn't mean it's the last thing. The President is beginning to understand these things. He's beginning to understand the Soviets. You can bet that next October, there won't be another joint Soviet-American declaration on the Middle East such as that of last October. You can bet that next February there won't be another plane package sent up for our approval. Times change, issues change, people change. Sometimes for the better. That's terribly important to remember.

Daniel Patrick Moynihan is the junior United States Senator from New York State. He is the former United States Ambassador to the United Nations.