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Sherut La'Am. 1968.

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American Jewish Archives website.

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**שרות לעם**

**SHERUT LA'AM**

515 Park Avenue, New York, 10022

212-753-0230/0282

April 11, 1968

Rabbi Herbert Friedman  
United Jewish Appeal  
1290 Avenue of the Americas  
New York City, New York

Dear Herb:

Following our fruitful discussions about the need to create a bridge for the strengthening of Israeli-American partnerships, please find attached to this the first rough draft for such a proposal.

I would be grateful to you if you would go through it, tear it apart, and remake it; generally, let me "pick your brains".

Have a happy Pesach.

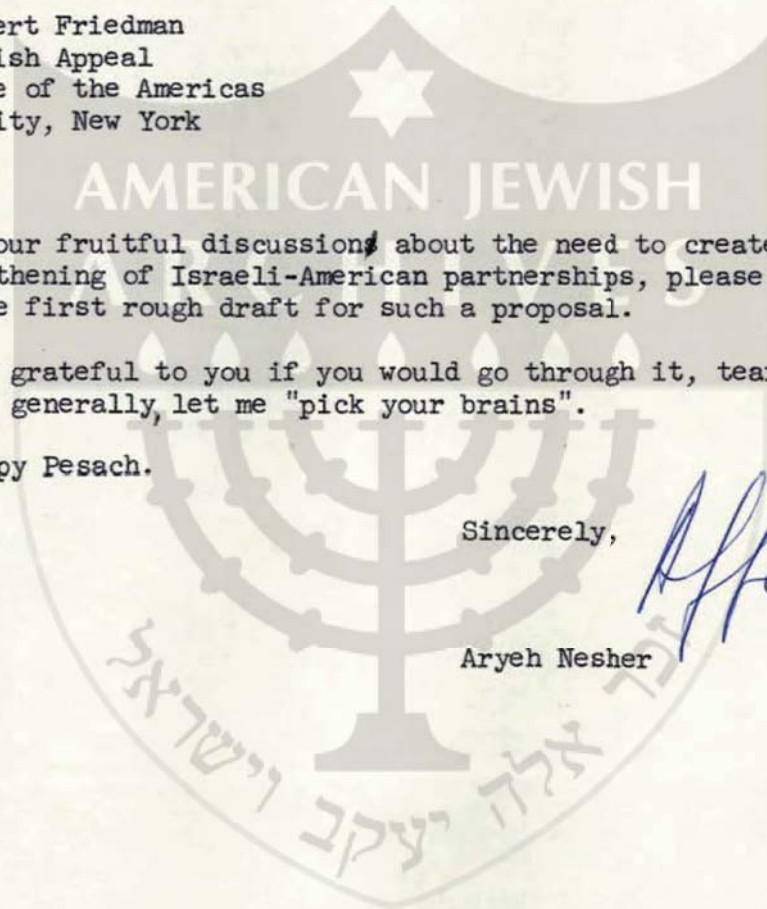
Sincerely,

Aryeh Nesher

*Affectionately*

*אריה*

AN:et  
Enc.



PROPOSAL FOR THE CREATION OF A "BRIDGE  
CENTER" IN ISRAEL TO STRENGTHEN THE AMERICAN-ISRAELI  
PARTNERSHIP

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BACKGROUND

During the last few years we have witnessed serious changes in the relationships between American and Israeli Jewry which reached its culmination in the Six-Day War of 1967. The basic changes are related to a gradual transition process, from a mainly philanthropic relationship of U.S. Jews to Israel, to a more meaningful and realistic partnership. This transition found its expression in the following new ventures.

1. Sherut La'am - A Peace-Corps type project for one year which has now about 250 American volunteers fulfilling important educational and absorption missions in Israel;
2. Volunteers for Israel Products - a movement of young businessmen actively involved in the strengthening of Israel's economy;
3. American-Israeli Academic Groups - a kind of "brain trust" that would serve as a reservoir of know-how and knowledge so badly needed in Israel.



In addition to these major projects there were also many smaller attempts to provide new links with the Israeli community. Although the organization of the above-named projects in the U.S. has not as yet reached its full potential, it must be stressed that some of the reasons are deeply imbedded in the lack of adequate partnership from the Israeli side. This deficiency stems mainly from insufficient knowledge in Israel about the realities of the life of U.S. Jewry. In addition to this there is also a complete misconception about the motives and interests of U.S. Jews; in some cases this is due to a stereotype image of European Jewry in the 1930's which is still being used as a basis for relationships with U.S. Jewry in the 1960's.

There have been many cases where young U.S. volunteers felt a kind of alienation in Israel which not only did not strengthen their ties to Judaism and Israel, but in some cases even weakened them. Due to the fact that a very high proportion of the U.S. Jewry, who will be linked practically to different kinds of partnerships with Israel, belong to the younger generation, this problem assumes even greater dimensions. The young person coming to Israel expects, on one hand, to be respected and appreciated, and on the other hand, to be loved and accepted. All this calls on one hand for a serious educational and informational effort in Israel and on the other hand for practical guidance and assistance to facilitate the partnership process of young American Jews offering Israel their services.

AIMS

The central target for the creation of a "Bridge Center" in Israel is to facilitate the process of transition towards a more meaningful and serious partnership between U.S. and Israeli Jews. This will require the realization of the following aims:

1. Creation of a meaningful American-sponsored framework for the dissemination of information about American-Jewish cultural, social, religious, and economic conditions.
2. Assistance in the educational process of Israeli social structures like Kibbutzim, Moshavim, schools, etc., which might absorb U.S. volunteers in the future.
3. Assistance in the preparation and education of Israeli candidates who might serve in the future as emissaries for educational work in the U.S..
4. Assistance in the creation of counterpart groups in Israel in the economic, academic and cultural worlds.
5. Initiate special studies on public opinion in Israel related to U. S. Jews.
6. Initiate special studies on existing friction areas between U.S. participants in the various projects and their social surroundings in Israel.
7. Assistance in the orientation of Israeli lecturers about to go on tour to the U. S., as well as assistance in the training of teachers or counsellors about to go on missions to the U. S.



8. Assistance in the education of future professionals who will serve the American Jewish Community.

9. Initiate new programs which will channel the good will of older American Jews in their wish to participate actively in the strengthening of Israel.

10. Initiative in the creation of American-Israeli Academic Task Groups which would provide Israel with additional knowledge and techniques in different scientific areas.

SPECIFIC PROJECTS

I. RESEARCH

A. Opinion Study:

This study, which should be based on a representative cross section sample of Israel's opinion leaders will, as its major aim, have to find out the following: What is the existing image of American Jews in the eyes of Israelis?; What are the differences between the views of officials who have direct encounters with U. S. Jews and those who come into contact with them only in indirect ways?; What are the stereotypes ascribed to American Jews?

This study would serve as a basis for the preparation of a detailed plan in order to change or clarify certain distorted ideas related to the realities of life in the U. S.

**B. Friction Area Study:**

The major aim would be the mapping of existing friction areas between U. S. Jews actively involved in different projects in Israel and their Israeli partners. This study would also try to discover the discrepancies between expectations of U. S. participants and the actual satisfaction of these expectations. This study would also serve as a basis for any educational activities to be undertaken within the different social frameworks that absorb American participants.

**C. Follow-Up Study:**

This study would be linked mainly to the analysis of results achieved by the various groups of U. S. young adults participating in projects such as Sherut La'am, university study, high school studies, Summer in Kibbutz, etc..

**II. EDUCATION AND INFORMATION****A. For Israelis:**

(1) Study workshops in Schools of Higher Learning in Israel - These workshops would be dedicated to the serious study of political, social, economic, religious and cultural problems of American Jewry. In these workshops guest lecturers from the U.S. would participate, as well as Israelis, with competent knowledge about U. S. realities. The aim of these workshops would be to create opinion leaders who would spread correct information about U. S. Jewry.



(2) Seminars for Israeli Officials - These seminars will be given to policy makers as well as to executives with the aim of creating better understanding of the cultural patterns of the American coming to Israel. It would also provide the information needed in diminishing or preventing friction areas prevalent today.

(3) Educational Programs for High-School Students - These programs will be linked to the creation of a meaningful relationship between young Israelis and their counterparts in the U. S.

(4) Information Activities - Public meetings will be held in municipalities, Kibbutzim, Moshavim, etc., dedicated to the strengthening of meaningful partnerships with American Jews.

B. For Americans:

(1) Educational Program for Young U.J.A. Leadership visiting Israel - This matter has been discussed with Rabbi Herbert Friedman, Executive Vice President of U.J.A., who expressed his great interest in this activity.

(2) Educational Programs for similar groups visiting Israel.

(3) Counselling Services for U. S. Volunteers active in Israel within the framework of existing volunteer programs.



III. TRAINING

(1) Assistance in selection and training of future emissaries for Jewish Community Centers - This matter has been discussed with Mr. Emanuel Batshaw of the National Jewish Welfare Board who showed great interest in it.

(2) Assistance in the training of Israeli instructors and counsellors who deal on a daily basis with U.S. participants in different projects.

(3) Assistance in the training of future U.S. professionals for Jewish communities who will come to Israel for additional training. This matter has been discussed with Mr. Manheim Shapiro and he expressed a great interest in it.

IV. PUBLIC RELATIONS

(1) Stimulation of Israeli media (Press, T. V., and Radio) to present an adequate image of American Jewry and its relationship with Israel.

(2) Exposure of U. S. Jewish leaders to different important social groups in Israel.

(3) Encourage publication of books in Hebrew related to Jewish life in the U.S.

(4) Publish popular brochures related to social, religious and cultural problems.

(5) Initiate meaningful encounters between U.S. and Israeli youth.

(6) Assist young American adults in finding the most adequate ways for creative involvement with Israeli growth.

V. ORGANIZATIONAL STRUCTURE

The "Bridge" project in Israel will be sponsored by the Council of Jewish Federations in the U.S. in cooperation with different organizations, foundations, and interested individuals. The organization in Israel will be structured according to the following principles:

- (1) A small nucleus of highly professional, administrative and educational personnel to work from an office in Tel-Aviv.
- (2) A broad network of U.S. and Israeli volunteers to cooperate actively with the above-mentioned nucleus.
- (3) Full cooperation with any other organization already active in Israel in one of the above-mentioned projects.

The minimum professional staff needed:

National Coordinator

3 Project Directors

Executive Secretary

Typists

As far as timing goes, it would really depend upon the resources available as to how many projects could be started immediately and how many would have to be postponed for a later date. This, of course, will also be a basic factor in the preparation of a realistic budget.



FIRST DRAFT

THE AMERICAN-ISRAELI YOUNG ADULT PILOT PROJECT,

1968 - 70

Presented by Dr. Aryeh Neshet

I. AIM

The major aim of this proposal is to create new relationships with American Jewish non-Zionist youth and young adults (who constitute more than 95% of the young Jewish population), for the purpose of developing and strengthening fruitful ties with Israel. The proposal makes the assumption that the effort to enlist the energies and idealism of American youth is to be developed not only in the United States, but also and perhaps primarily, in Israel. In the main, this proposed pilot project is geared to the following programs, which already exist in different stages of development and experimentation:

1. Sherut La'am - Full year Volunteer Service Corps for Israel (including professional, semi-professional and Kibbutz volunteers);
2. V.I.P. - Six month Volunteer Program for Israel (mainly work in Kibbutz and special projects in new areas);
3. Summer Work Programs in Israel - two to three months in Kibbutzim;



THE AMERICAN-ISRAELI YOUNG ADULT PILOT PROJECT, 1968 - 70.

(2)

4. National Jewish Welfare Board - Professional Seminars and travel programs for youth;
5. Summer in Israel Camp Program;
6. Alumni Program for Returning Volunteers; and
7. Jewish Community Centers - Israeli Program in the U.S. (Israeli Shlichim working in Centers).

The program offered in these pages will consolidate the useful results already achieved during the last three years of experimentation, and will also attempt to implement certain new ideas that need to be tested.

II. BACKGROUND

The ideas which guide this proposal are the results of experiments conducted and thinking developed during the last three years by a team of Shlichim, leaders of the Zionist Youth Foundation, U. J. A. Young Leadership, educators, psychologists, social workers, and members of the academic world in the U.S. The exploratory efforts have been directed mainly to the following areas:

(a) Education and Promotion

Since the greatest part of the efforts had to be directed toward non-Zionist circles, it became obvious that it was necessary to find special educational frameworks and new promotional



THE AMERICAN-ISRAELI YOUNG ADULT PILOT PROJECT, 1968-70.

(3)

avenues in order to penetrate these circles. It required more than a year to learn what not to do. It was generally accepted that the usual publicity methods - in terms of content and form - did not effectively reach the young American adult. After intensive communication research, new approaches were developed. For instance:

1. Greater stress on appealing to the need for fulfillment by the young adult rather than appealing to the duty to help Israel;
2. More emphasis on face-to-face meetings in classrooms, clubs, sororities and fraternities rather than relying on existing Jewish or Zionist campus structures;
3. More statements by Alumni of Volunteer Programs rather than propaganda by Jewish leaders;
4. Better and more truthful descriptions of real working conditions in Israel rather than rosy promises; and above all
5. The clear presentation of the vital challenges and of the real possibilities to participate in significantly creative projects in Israel.

The tremendous sociological and economic changes which have taken place in the American society during the past few years have created rare and <sup>promising</sup> conditions for the attraction of young Jewish adults to the challenging realities



(4)

of Israel. All the above named efforts have been crystalized already into practical educational and promotional frameworks. However, this is not an end product. These frameworks need further research, development and improvement.

The substantial role that has been played by Jewish youth in the struggle in America for civil rights and in the U. S. Peace Corps testifies to the presence of the kind of idealism and readiness for self-sacrifice that are some of the ingredients of the Chalutz spirit. Ways and means can be found for channelling some of this youthful energy toward the opportunities offered by Israel. In part, this will involve a sustained educational program concerning the issues in the problematic Jewish-Arab relations. A considerable segment of this idealistic Jewish youth has been influenced by the distortions of the writers of the political Left. Our program will effect a working liaison with those intellectuals and writers in America who have begun to respond to these writers of the Left.

(b) Screening

Experience has taught us that a certain number of those who apply for volunteer programs are emotionally disturbed. Therefore, serious efforts have been made to develop adequate scientific screening processes which would enable us to provide Israel with a selected group of well qualified and



(5)

emotionally balanced volunteers. A professional team of psychiatrists, psychologists and social workers have worked diligently on the development of a new concept of screening. There is no doubt that mistakes are still being made, and that further investigations and improvements in the screening process are needed.

(c) Orientation

Since the great majority of volunteers have had very little previous contact with Jewish culture in general, and with an understanding of Israel in particular, the need of a useful orientation program made itself felt. Therefore, a team of educators developed a framework composed of pre-orientation weekend seminars, basic Hebrew instruction, and another intensive predeparture orientation seminar for a full week. The Bureau of Social Research of Columbia University has worked for over two years in the study of the efficacy of these seminars, and fruitful improvements have issued from this research.

(d) Alumni

In order not to lose the impact made upon the volunteers in Israel, a special program for returnees has been established in the U.S. This program had two aims:



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First, to continue and develop the relationship with the volunteers through a follow-up of the educational process;

Second, to involve the returning volunteer in promotion efforts on campus, in synagogues and in community centers.

In all these above mentioned fields of activities, many mistakes have been made. Some important aspects of these activities have remained untouched or very poorly developed. Many assumptions have not been scientifically verified. More intensive qualitative research and follow-up are required.

While these activities were pursued in the United States, their counterpart in Israel also worked hard in the development of more adequate and new approaches in the fields of placement, social integration and cultural interaction. At the beginning, many difficulties were encountered. Some were the consequence of the lack of understanding of the psychology of the young American adult. Other difficulties derived from breakdowns in administrative communication, lack of cooperation on the part of some Israeli authorities, and shortages in manpower. With the passage of time, owing to the energetic dedication of our colleagues in Israel, many difficulties



(7)

were overcome, and important achievements were attained. Frequently, the lack of adequate communication between the office in New York and the office in Jerusalem had unfortunate effects; occasionally, a lack of coordination in administrative and programming activities made itself felt. Despite these activities, almost 30% of the Sherut La'am volunteers continued to stay in Israel. This has opened a new vista of possibilities for the future. In view of the potentialities of contemporary Jewish youth in the U.S. a set of new needs present themselves.

### III. NEEDS

Following are some of the urgent needs that have made themselves felt in the course of our work during the last three years:

#### IN THE UNITED STATES

1. Encouragement of those initiatives which have lately made a beginning in presenting the truth about Israel.
2. More effective coordination between Shlichim and American activists on campus, in synagogues and community centers.
3. Development of a special educational drive which would prepare young people from the age of sixteen so that they might seek to join the volunteer program at the age of eighteen - nineteen.



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4. Serious improvements in the screening and the follow-up procedures.

5. Reevaluation of the orientation activities with the objective to deepen the understanding of Israel's realities.

6. Intensification of research projects with special stress on the motivational aspects of potential volunteers.

7. Further development of the Alumni activities as they contribute to the promotion of our program.

IN ISRAEL

1. Development of a more effective formulation of job descriptions and definitions of work demands, which can help to improve our selection procedures.

2. Development of a new approach to the selection of Ulpanim in Israel, and improvement of the teaching methods.

3. A new approach to the selection and preparation of adequate Kibbutzim, capable and desirous of participating in the absorption process of the volunteers.

4. Development of a new approach to the preparation and supervision of Madrichim for the volunteers.

5. Total revision of the administrative process in order to insure efficient and smooth arrangements in logistics, as in the matter of handling housing, payments, luggage, etc.



THE AMERICAN-ISRAEL YOUNG ADULT PILOT PROJECT, 1968-70

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6. Reevaluation of the cultural and educational activities with an aim towards developing the special intellectual needs of the program.

7. Development of a special social bridge-building program with young Israeli intellectuals.

8. Creation of a special counselling service to alleviate problem situations which the volunteers may encounter.

9. Providing for the religious needs of the volunteers.

IV. PROPOSED PILOT PROJECT

A. Scope

1. The project will investigate and expand the recruitment in the U.S. and absorption in Israel of 1000 volunteers annually, in the following categories:

- a) Sherut La'am (full year) - 500 persons
- b) V.I.P. Program (six months) - 250 persons
- c) Summer Work Program  
(two to three months) - 250 persons

2. The project will organize the screening and instruction of 80 Shlichim (emissaries) and Madrichim (instructors), with the following assignments:

- a) 50 Madrichim to work in Israel with groups of volunteers (each group composed of 20).
- b) 15 Shlichim to work within the Community Center Program in the U.S.



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- c) 15 Shlichim to work with students and Sherut La'am and other Volunteer Programs in the U.S.

Covering a span of two years, the project will thus involve 2000 Volunteers and activate 160 Shlichim and Madrichim.

3. The project will become the center for the knowledge that has thus far been accumulated through the activities and experiments in the U.S. and Israel.

B. Guidelines For The Basic Approach of the Project In Israel.

1. Centralization of the Israeli-American Effort

The Project will be guided by a central authority in Jerusalem that will operate through two branches, one in Israel and the other in the U.S. This principle must serve as a guideline for all activities related to the Project in order to minimize problem areas.

2. Goal

The central aim of the project is the development of more effective methods for strengthening the ties between young American adults and Israel. This will require that the following efforts be made:



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In Israel:

- (a) Seeing to it that meaningful and challenging jobs for volunteers are developed.
- (b) Developing educational programs which will strengthen Jewish consciousness as well as an understanding of Israel.
- (c) Preparing the social environment of Israel for facilitating the reception of volunteers and in some cases attempt to create a setting for permanent settlement.
- (d) Expanding the recreation and social facilities in Israel.
- (e) Creating counselling service for volunteers that will minimize friction and deal with personal problems.

In the U. S.

- (a) Developing more effective guidance and facilitating coordination between Israeli Shlichim and active American supporters of the programs.
- (b) Improving the follow-up of all educational-promotional activities in universities, Jewish community centers, synagogues, etc.



THE AMERICAN-ISRAEL YOUNG ADULT PILOT PROGRAM, 1968-70

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- (c) Developing and improving the programs concerning Israel in community centers and in summer camps in the U. S.
- (d) Expanding the program of research.
- (e) Improving and expanding the programs for volunteer Alumni groups.

In Israel and the U. S.

1. Teamwork

The project will be implemented by one team that will function on both sides of the ocean. The team will be composed of Israeli and American educators, social scientists, and administrators. The Israeli staff will be composed of volunteering American educators, or of Israelis with considerable experience in educational activities in the U. S.

2. Rotation

It will be desirable to rotate, possibly on a yearly basis, the personnel active in Israel with its American counterpart.

3. Long Range Planning

All activities will be based on detailed long-range planning in order to facilitate the recruitment program in the U.S. as well as the placement efforts in Israel.



4. Research

All activities, starting from the promotion methods through screening and orientation in the U. S., and ending in the absorption process in Israel, will be subject to intense scrutiny and research, which will be carried out by both sides of the ocean. The results of the research in the two geographical areas will be coordinated in order to provide a clear picture of basic motives, attitudinal changes, social and ideological perspectives, and Jewish identity. The research may also be oriented toward discovering the kind of environment in Israel that is most conducive to the development of strong ties between young Americans and Israelis. This research will be supervised by the staff of the project, with the advice and assistance of outside personnel, mainly academic and scientific.

C. Organization

1. The Pilot Project will be developed under the direct authority of the Chairman of the Jewish Agency. The Chairman will be advised by an Advisory Council, to be composed of the following representatives:



(14)

<u>Agency</u>	<u>Department</u>
Jewish Agency	Youth and Hechalutz Department Aliyah Department Education and Culture Department
Government of Israel	Ministry of Education Ministry of Health Ministry of Welfare
Army	Department of Education
Kibbutz Movement	
Hebrew University	
Tel-Aviv University	
Bar-Ilan University	
Technion	
Histadrut	Hechalutz Department
Association of Canadians and Americans in Israel	
American Zionist Youth Foundation	
National Jewish Welfare Board	
North American Zionist Youth Council	
American Professors for Peace in the Middle East	
National Young Leadership Cabinet	
Hillel B'nai B'rith Foundations	



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2. The Advisory Council will serve as a center for receiving and developing ideas, programs, and policies. On the one hand, it will serve as an advisory body to the chairman; on the other hand, it will coordinate the activities of the various cooperating authorities. The members of the Council will be appointed by the Jewish Agency Chairman, who will also serve as its chairman.

3. All activities of the Project will be directed and coordinated by the Project Coordinator, who will be appointed by the Chairman. The Coordinator will also be a member of the Advisory Council, and will serve as its Executive Secretary. Thus, the function of the Coordinator will be to translate into action all policies and programs decided upon by the Chairman, in cooperation with the Advisory Council.

4. The Project will function in its concrete operations through two national administrative units. Each unit will be directed by a National Director. Thus there will be an Israeli National Director and a U.S. National Director. The framework of the Israeli unit will include the following five departments:

- Planning
- Administration
- Education and Training
- Public Relations
- Research



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The U.S. Unit will also include the following five departments:

Promotion and Recruitment  
Administration  
Screening and Research  
Orientation  
Alumni Activities

V. ANTICIPATED GAINS

1. A tried and tested approach for future promotional and educational activities among students and young adults in the U.S.
2. Well developed procedures for screening and orientation in the U.S.
3. A standard set of administrative procedures in the U.S. and in Israel that will spare the volunteers the burden of unnecessary friction and disappointment.
4. A method for the screening and training of effective Madrichim and Shlichim.
5. Guidelines for the continuous development in Israel of educational and social programs that will facilitate the meaningful absorption of young Americans.
6. Provide the Kibbutz movement with a new approach to non-Zionist young Jews who may find, in communal living, an important answer to their search for special individual goals as well as self-fulfillment.



Foundation for Youth and Student Affairs  
22 West 48th Street  
New York 19, New York  
Incorporated in 1952 in New York.

Donors: Members of the Board, their families, and interested friends.

**Purpose and Activities:** To encourage the development of international friendship, cooperation, and cultural exchange among young adults; to promote a better understanding of problems facing young persons, of democratic principles, and of leadership skills. Grants to selected organizations for the exchange of persons and information, leadership training and conferences, scholarships and international studies. Occasional grants to individuals for specialized research. The Foundation's program is world-wide with particular emphasis on Asia, Africa, and Latin America. Report published occasionally.

**Financial Data** (year ended 31 December 1958): Assets, \$111,262 (L); expenditures, \$831,350, including \$777,000 in grants.

**Officers:** Arthur A. Houghton, Jr.,\* President; David Davis, Secretary; Frank Ferrari, Assistant Executive Secretary.

**Trustees:**\* Gilbert W. Chapman, Frederick W. Hilles, Kenneth Holland, Francis T. P. Plimpton, Michael Ross.

Keiser (The George C.) Foundation  
1763 N Street, N.W.  
Washington 6, D.C.

Incorporated in 1948 in the District of Columbia.

Donors: Various individuals.

**Purpose and Activities:** The general purpose is to promote certain projects focusing on the Middle Eastern interests of the founder. Recent grants have emphasized education, especially dissemination of knowledge, adult education, and libraries; international studies relating to the Middle East; research in political science, and the humanities with relation to history, language and literature, and the fine arts. The funds are fully committed at present.

**Financial Data** (year ended 31 December 1956): Assets, \$97,231 (L); expenditures, \$20,911, including \$15,225 in grants.

**Officers and Trustees:** Mrs. Nancy Hull Keiser, President; David M. Keiser, Vice-President; Malcolm S. Langford, Secretary; Ezekiel G. Stoddard, Treasurer.

Ittleson Family Foundation  
654 Madison Avenue  
New York 21, New York

Trust established in 1932 in New York.

Donors: Henry Ittleson, Blanche F. Ittleson, Henry Ittleson, Jr., Lee F. Ittleson, Nancy S. Ittleson.

**Purpose and Activities:** For the promotion of the well-being of mankind throughout the world, including as a means to that end, research, publication, and the establishment, maintenance, and aid of charitable activities, agencies, and institutions. The Foundation's current fields of interest include mental health, public education for mental health, emotional disturbances of children, psychiatric research, and sociological studies in intercultural relations.

**Financial Data** (year ended 31 December 1958): Assets, \$9,812,927 (M); expenditures, \$361,223, including \$318,195 in grants.

**Officer:** Nina Ridenour, Secretary.

**Trustees:** Arthur O. Dietz, Blanche F. Ittleson, Henry Ittleson, Jr., Nancy S. Ittleson, Alan M. Stroock.

Hazen (The Edward W.) Foundation, Inc.  
400 Prospect Street  
New Haven 11, Connecticut

Incorporated in 1925 in Connecticut.

Donors: Edward Warriner Hazen, Helen Russell Hazen, Lucy Abigail Hazen, Mary Hazen Arnold.

**Purpose and Activities:** Formed to provide fellowships and occasional programs of research or consultation with an emphasis on the well-being and maximum development of young people of college age, student personnel work, the place of values and of religion in higher education, and international and intercultural cooperation. In general no contributions made to endowment or building funds, operating budgets, or student aid. Expenditures from capital permitted. Report published biennially.

**Financial Data** (year ended 31 December 1958): Assets, \$3,118,050 (M); expenditures, \$175,473, including \$117,705 in grants.

**Officers:** Paul J. Bralsted,\* President and Secretary; Victor L. Butterfield,\* Vice-President.

**Trustees:**\* Charles A. Russell, Chairman; Sarah G. Blanding, Arthur Byron Clark, Milton H. Glover, Maynard T. Hazen, Ernest A. Inglis, Nancy D. Lewis, John W. Nason, Luther A. Welgic.

Klau (The David W.) Foundation  
462 Broadway  
New York 13, New York

Incorporated in 1942 in New York.

Donor: David W. Klau.

**Purpose and Activities:** General giving including the field of intercultural relations.

**Financial Data** (year ended 31 December 1957): Assets, \$1,783,518 (L); expenditures, \$154,021, including \$153,996 in grants.

**Officers:** David W. Klau, President; Sadie K. Klau, Vice-President; Ira L. Oppenheimer, Secretary.

Payne Fund, Inc.  
350 Fifth Avenue, Room 7706  
New York 1, New York

Established in 1927 in New York.

Donor: Mrs. Frances Payne Bolton.

**Purpose and Activities:** Created to inflame, assist or conduct research and experiment in education and other activities in behalf of the welfare of mankind, primarily youth. Emphasis has been on the media of mass education and communication, international and intercultural relations, and a limited amount of student aid. Grants chiefly to other organizations.

**Financial Data** (year ended 31 December 1958): Assets, \$114,385 (L); expenditures, \$104,856, including \$69,918 in grants.

**Officers:** Mrs. Frances P. Bolton, President; Mrs. Margaret B. Walker, Secretary.

Scherman Foundation, Inc., The  
345 Hudson Street  
New York 14, New York

Incorporated in 1941 in New York.

Donors: The Scherman family.

**Purpose and Activities:** To make grants, usually to tax-exempt organizations, with particular respect to international activities, economics, and music. No grants to individuals.

**Financial Data** (year ended 31 December 1957): Net worth, \$683,209 (L); expenditures, \$129,536, including \$129,036 in grants.

**Officer:** Harry Scherman, President.

Field Foundation, Inc., The  
250 Park Avenue  
New York 17, New York

Incorporated in 1940 in New York.

Donor: Marshall Field.

**Purpose and Activities:** Incorporated for broad charitable purposes; its major current interests are child welfare and intercultural and interracial relations. The Foundation does not make grants toward annual campaigns or ordinary expense budgets of health and welfare agencies; building funds and endowments; loans; assistance to individuals; most forms of medical research; scholarships and fellowships. Expenditures from capital are permitted. Report published annually.

**Financial Data** (year ended 30 September 1959): Net worth, \$32,662,385 (L); administration and grants, \$2,038,513, including \$1,849,424 in grants.

**Officers:** Adlai E. Stevenson,\* President; Ruth Pruyn Field,\* Marshall Field, Jr.,\* Vice-Presidents; Maxwell Hahn, Executive Vice-President and Secretary; Carl J. Weltzel, Treasurer.

**Trustees:**\* Barbara Field Boggs, James Brown, IV, Bettine Field Bruce, Ralph J. Bunche, Phyllis Field Drummond, Katherine Woodruff Field, Lloyd K. Garrison, Agnes Inglis O'Neil, Clarence E. Pickett, Justine Wise Poller, Helen Ross, Milton J. E. Senn, M.D., Hermon Dunlap Smith, Channing H. Tobias.

New World Foundation, The  
475 Riverside Drive  
New York 27, New York

Incorporated in 1954 in Illinois.

Donor: Anita McCormick Blaine.

**Purpose and Activities:** "Advancing thought and work along one or more of the following lines: the right education for children; the relationship to life, and the ethics, of industry and commerce; instruction and education toward a common ideal of public health; the possibilities of communication between the seen and the unseen worlds; the relationships between peoples and nations, and the avoidance of war; the growth of the spiritual, as distinguished from the material, elements of human life." The Foundation is formulating a program with present emphasis on (a) education for children, construed as the search for improvements in and the furthering of the physical, mental, and moral development of children, including educational techniques and facilities and the training of teachers; and (b) international relations, construed as promoting mutual understanding among persons of different racial, cultural, and national backgrounds as a means toward the elimination of inter-group and international tensions and conflicts. Grants are not made toward endowment, building-fund campaigns, or capital investment; nor toward deficits or general operating budgets; nor for periods exceeding five years, nor to institutions which discriminate on the grounds of race, color, or creed. Expenditures from capital permitted.

**Financial Data** (year ended 31 December 1958): Assets, \$8,390,000 (M); expenditures, \$307,000, including \$242,000 in grants.

**Officers:** Anne Blaine Harrison,\* President; Richard Bentley,\* Vice-President and Secretary; Vernon A. Eagle, Executive Director and Treasurer; Winifred G. Meskus, Assistant Secretary and Assistant Treasurer.

**Directors:**\* Walter V. Schaefer, Winifred North Seymour, Katharine Taylor.



**Rotary Foundation of Rotary International, The**  
1600 Ridge Avenue  
Evanston, Illinois

Trust established in 1928 in Illinois.

Donors: Numerous.

**Purpose and Activities:** To further understanding and friendly relations among peoples of different nations through the fostering of tangible and effective projects, including Rotary Foundation Fellowships for international understanding. The Rotary Foundation Fellowship Program, at present the Foundation's major activity, provides grants to graduate students for one year of advanced study abroad as ambassadors of good will, as a contribution by Rotary International toward the goal of promoting international understanding, good will, and peace.

**Financial Data** (year ended 30 June 1959): Assets, \$3,172,686 (L); expenditures, \$404,186, including \$323,434 in grants.

**Officers:** George R. Means, Secretary; Lloyd Hollister, Treasurer.

**Trustees:** Charles G. Tennent, Chairman; A. Z. Baker, Gian Paolo Lang, Clifford A. Randall, Herbert J. Taylor.

**Farfield Foundation, Inc.**

145 East 52nd Street  
New York 22, New York

Incorporated in 1952 in New York.

Donors: Miami District Fund, The Fleischmann Foundation, and others.

**Purpose and Activities:** Organized to aid in increasing and preserving the cultural heritage of the free world by means of interchange of knowledge in the fields of the arts, letters, and sciences. Grants especially for music, fine arts, language and literature, exchange of persons, international studies, and philosophy. Grants are not made to individual applicants, nor for social sciences, medicine, or aid in studies for academic degrees. Published report for 1957 available.

**Financial Data** (year ended 31 December 1957): Assets, \$1,262,963 (L); expenditures, \$853,730, including \$811,744 in grants.

**Officers and Directors:** Julius Fleischmann, President; Whitelaw Reid, Secretary; Donald S. Stralem, Treasurer; John Thompson, Executive Director; William A. M. Burden, Cass Canfield, Ralph P. Hanes, Godfrey S. Rockefeller, Milton C. Rose.

**Littauer (The Lucius N.) Foundation, Inc.**

345 East 46th Street  
New York 17, New York

Incorporated in 1929 in New York.

Donor: Lucius N. Littauer.

**Purpose and Activities:** Created for general altruistic purposes and especially to enlarge the realms of human knowledge, to promote the general, mental, moral, and physical improvement of society, and thus to further better understanding among all mankind. The Foundation has made grants for higher education, studies on the Near and Middle East, Hebrew literature and philosophy, research and publication in the humanities and social sciences; fellowships, scholarships and scholarship loans, community health, education, recreation, and welfare agencies. Expenditures from capital permitted.

**Financial Data** (year ended 31 December 1958): Assets, \$2,218,694 (L); expenditures, \$159,079, including \$111,591 in grants.

**Officers and Directors:** Harry Starr, President and Treasurer; Georges H. Brandt, Secretary; H. C. Brandman, A. Johnson, H. N. Sporborg, H. A. Wolfson.

**Rockefeller Brothers Fund**

30 Rockefeller Plaza  
New York 20, New York

Incorporated in 1940 in New York.

Donors: John D. Rockefeller, Jr., Abby Rockefeller Mauzé, David Rockefeller, John D. Rockefeller 3rd, Laurance S. Rockefeller, Nelson A. Rockefeller, Winthrop Rockefeller.

**Purpose and Activities:** The Fund makes grants to local, national, and international philanthropic organizations and conducts certain programs of its own. In the Greater New York Area grants are usually restricted to agencies city-wide in scope; in the State of New York, to those with state-wide activities; also to agencies with programs of national or international import. Recent emphases have been on international affairs, intercultural relations, education, scientific research, health, and the humanities. No grants or loans are made to individuals, nor as a rule to individual hospitals, churches, community centers, or schools. Expenditures from capital permitted. Report published annually.

**Financial Data** (year ended 31 December 1958): Assets, \$53,174,210 (L); expenditures, \$4,053,411, including \$3,841,169 in grants and direct projects.

**Officers:** Laurance S. Rockefeller, \* President; David Rockefeller, \* Vice-President; Dana S. Creel, Director; Robert C. Bates, Secretary; Philip F. Keebler, Treasurer.

**Trustees:** Detlev W. Brook, Wallace K. Harrison, Abby Rockefeller Mauzé, Abby M. O'Neill, John D. Rockefeller 3rd, Nelson A. Rockefeller, Winthrop Rockefeller.

**Rubin (Samuel) Foundation, Inc.**

Five West 54th Street  
New York 19, New York

Incorporated in 1949 in New York.

Donors: Faberge, Inc., Samuel Rubin.

**Purpose and Activities:** To promote the well-being of mankind with scholarship grants in medicine, research studies in mental health, special projects in anthropological training and research, intercultural relations, and national health agencies.

**Financial Data** (year ended 31 December 1958): Assets, \$9,498,758 (L); expenditures, \$553,988, including \$551,799 in grants.

**Officers:** Samuel Rubin, \* President; Cora Weiss, \* Secretary; Jay Levy, Treasurer.

**Directors:** \* Mason Kassel, Reed Rubin, Harry J. Rudick.

**Ford Foundation, The**

477 Madison Avenue  
New York 22, New York

Incorporated in 1936 in Michigan.

Donors: Henry Ford, Edsel Ford.

**Purpose and Activities:** The Foundation's general purpose is to advance human welfare by trying to identify problems of importance to the nation and the world and by supplying funds on a limited scale for efforts directed at their solution. Its activities are mostly in the United States and mostly related to education. It seldom makes grants outside the following fields of present emphasis: education, the humanities and arts, science and engineering, public affairs, economic development and administration, international training and research, international affairs, and overseas development. Expenditures from capital are permitted. Report published annually, supplemented by releases and special booklets.

**Financial Data** (year ended 30 September 1959): Assets, \$3,316,000,000 (M); expenditures, \$112,145,678, including \$110,132,848 in grants and program.

**Officers:** Henry T. Heald, \* President; Dyke Brown, Thomas H. Carroll, Clarence H. Faust, F. P. Hill, William McPeak, Vice-Presidents; Joseph M. McDaniel, Jr., Secretary; Richard W. Lambourne, Treasurer; Harvey B. Matthews, Jr., Assistant to the President.

**Trustees:** \* John J. McCloy, Chairman; Eugene R. Black, James B. Black, James F. Brownlee, John Cowles, Donald K. David, Mark P. Ethridge, Benson Ford, Henry Ford II, H. Rowan Gaither, Jr., Laurence M. Gould, Roy E. Larsen, Julius A. Stratton, Charles E. Wyzanski, Jr.