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Hillel. 2001, undated.

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2

Hillel

Call Richard - 1) how much for construction -
next five years

6/29

202-857-6561

Srly Deborah

exec. v.p. Jay Rubin

will send me stuff
in few days

Susan
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asst to
president

2.) operating cost

3.) who could take your
place





Give the Gift of a Lifetime

YES, I'd like to know more about how to make a legacy gift to Hillel:

- Through my will, IRA, or financial plans
- With a gift that reduces taxes and provides me with income for life
- I have already included Hillel in my estate plans

Please send me more information right away.

NAME	
ADDRESS	
CITY	
STATE	ZIP
TELEPHONE NUMBER	
E-MAIL ADDRESS	

- I'd like to discuss my options confidentially with an officer from Hillel

Please complete and return this form to Hillel in the enclosed envelope, or send to:

Hillel

The Foundation for Jewish Campus Life
1640 Rhode Island Avenue, N.W.
Washington, D.C. 20036-3279

Here's a Way

to Preserve Jewish Heritage & Identity for Generations to Come ...

Our children hold in their hands the **future** of Jewish life. Yet many are leaving tradition behind and are not developing strong Jewish identities that will be passed on to the **next generation**. This poses a quiet, but dangerous threat to the survival of Jewish life, as the Jewish population rapidly declines, and the beliefs we cherish are slowly forgotten.



Making a legacy gift to Hillel: The Foundation for Jewish Campus Life is the best way to **ensure** that our wealth of Jewish traditions and culture will

survive and **resonate** for our children ... and grandchildren's children. By reaching out to Jewish students and rebuilding their Jewish identity, Hillel **strengthens** the bond between young Jews and their heritage.

If you would like to receive information about how to remember Hillel in your will or estate plans, please fill out the form on the reverse and send it to us in the enclosed envelope.



Thank you for caring. Please turn over now to respond. >

Hillel

Susan Jarvis
gave me to a
new employee -
college graduate

New Bldg

Staff Develop

Programs

She will
e-mail
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Israel

Global - FSU Sokken.

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202-857-6561

(Joel's secy) Deborah

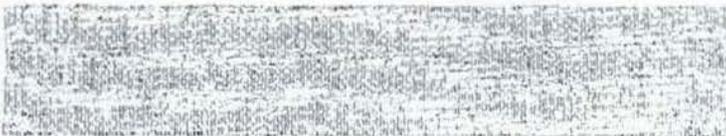
Jay Rubin

Susan Jarvis

Barbara Rabkin building
High School
~~Kansas City~~
Cincinnati
Yarnah

Memorandum

To: Rabbi Herb Friedman
From: Richard M. Joel
Date: 08/20/01
Re: Hillel needs



Memorandum

To: Rabbi Herb Friedman
From: Richard M. Joel
Date: 08/19/01
Re: New Century Fund

I'm happy to give you my quick reaction to The New Century Fund. I think it's very exciting, and would love to talk more after my student assembly this week (400 students from 130 universities, N>America, Israel, FSU, Australia, Uruguay, Brazil and Argentina), and training for 93 Steinhardt Fellows. Now, let me give you headlines.

-It is the big idea we need. Not just the platitudes of what can make a difference, but an implementation strategy that could galvanize the community.

-It uses the Federations, doesn't delegitimize them, and hopefully coopts them.

-It capitalizes on areas of Jewish life that we know can make a difference, that has product and promise.

-I don't know enough of your concept of teacher and principal college, but I would thin of a broader notion of real teacher and principal development, plus Jewish professional development for the whole profession-I have some ideas.

-The numbers didn't seem consistent, some seemed like annual costs, some seemed like the endowment necessary to throw off annual costs.

-I don't fully comprehend your T of O, happily ignore any mention of my name, and would be delighted to continue this conversation (which, as per your wishes, never happened.)

Stay well,

Richard

August 20, 2001

Herb, I'll be happy to send you a more lengthy narrative, and we can discuss the various initiatives worldwide we'd like to undertake, but, so that the Hillel line is not blank, I wanted to reduce this to essentials.

Hillel has demonstrated that young Jews will own their Jewishness if it can be shown to them as valuable and not beyond their reach. We have learned how to empower the bought-ins and strengthen their leadership passions, and we are learning how to engage the silent majority, who have never seriously felt that Jewishness was valuable to them, or was even theirs. We believe if students leave campus knowing that being Jewish is a central value, and that the Torah is their story which they can access, and that they are part of a purposeful people, chances are they'll make their most intimate friendships with Jews and will look to be part of a community and see that their children get a quality education so that they can "own" their Jewish story.

To insure our future, there are many programs we are working on. We will be able to gain support for many of them. But unless we can secure our infrastructure, we'll always be chasing our tail. So for the New Century Fund, here's what's essential for Hillel:

1. Sixteen capital campaigns are underway, with 14 more on the drawing boards. \$57 million has been raised toward the 16 campaigns. We need \$200 million more to complete all 30 campaigns and to provide \$15 million for a new Hillel international Headquarters.

2. We need an endowment of \$200 to underwrite the annual operations of Hillel's international infrastructure. We can't continue having to raise all our support needs for sustaining the infrastructure of the system on an annual basis. With the income from an endowment, our International Center can focus on new ventures and new opportunities, and spend our energies and building more opportunities for young people, as well as continue to build up the quality of the Jewish professional.

3. The local Hillels in North America continue to grow. The average Hillel budget is still under \$300,000. With the additional attention generated by our success, the new students involved through birthright, follow-up needs, and Israel and educational needs, it is clear that we need a larger professional staff and additional program money. A quantum leap in effectiveness would result if we could secure the services of an additional two student life professionals on each campus (\$100,000) and an additional \$50,000 per year in program funds. That translates to an additional \$15 million dollars per year, or an endowment of \$200 million.

4. Internationally, Hillel is growing in the FSU, South America, and even Israel. While we believe that local communities increasingly should take ownership of these undertakings, we do need the venture capital to launch programs and sustain some of them. \$50 million would create an international endowment that would fund the backbone of an FSU infrastructure and basic costs in Israel, as well as support costs in South America.

August 20, 2001

Herb, I'll be happy to go into more details on specific programs. However, as I look at it, it reads \$650 in endowment, and we have a new day in Hillel. We still have to raise funds, we still need support, but that should be part of what keeps us honest. It would ensure that we're playing ball, not pushing a ball up a steep hill. I hope this is a good beginning. Regards,

Richard



Richard M. Joel
President and International Director



1640 Rhode Island Avenue, NW
Washington, DC 20036-3279
email: info@hillel.org • www.hillel.org

Dear Hillel Supporter,

The tragic terrorist attacks on the World Trade Center and the Pentagon united in sorrow and anger all people of good will. All of us at Hillel offer our deepest condolences to those who lost loved ones in the tragedy. In addition we extend our heartfelt thanks to all the professionals and volunteers involved in the medical, rescue and recovery teams in New York, Washington and Pittsburgh.

In the hours and days following the attacks, I was extremely proud of the way Hillel professionals across the country actively served as counselors, educators, and advocates for Jewish students and their campus communities. They were there to listen, advise and, when necessary, provide a shoulder to cry on. Further, our students assumed leadership roles in organizing candlelight vigils, participating in memorial services, and taking an active role in university wide programs.

With that in mind, I'd like to thank you for your generous support of Hillel. As the horrendous events of September 11th unfolded, and you wondered "how can I help" — you probably didn't realize that you already had.

Your gift allowed students to emulate the Jewish imperative of "tikkun olam", taking responsibility for the world. They actively raised funds, gave blood and offered support to fellow students. Throughout the hours and days following the tragedy, students followed news developments and shared ideas with one another at Hillel Centers — which remained open even when the universities themselves were closed.

In the New York City area, Hillels remained active during the crisis, serving as an important gathering place for students to stay informed, and receive counseling and comfort. The Edgar M. Bronfman Center for Jewish Student Life at New York University — the Hillel closest to the World Trade Center — was transformed into a 24-hour emergency center for students.

Hillels across the country were equally committed to showing their support — taking the lead in organizing relevant events and activities for their campus communities:

- The Jewish Campus Service Corps Fellow at Cornell University organized an "Apple & Honey-gram Drive" for the New Year. Hundreds of dollars were raised from students on campus, with proceeds going to assist individuals, families and relief organizations.
- Texas Hillel Foundation compiled a booklet of reactions, poetry, songs, prayers and quotes. They invited each member of the community to add to the booklet which was shared during High Holiday services.
- Hillels across the country, including the Hillel Foundation of Greater Houston and Rutgers Hillel, handed out red, white and blue ribbon pins on campus to give students a way to feel involved.

(Over, please)

Hillel

THE FOUNDATION FOR JEWISH CAMPUS LIFE

- The Hillel at Loyola University in Chicago joined with Muslim students on campus to put an ad in the newspaper reading “We ... commit ourselves to stand against all acts of terrorism and to affirm our vision of a world devoted to mutual respect and peace among all peoples.”
- The Hillel Cincinnati Jewish Student Center gathered with neighbors, sorority members, and the community for a ceremony to light candles. A sign hangs in front of the Hillel building reading “My house shall be called a house of prayer for all people” (Isaiah 56:7). Your Hillel will be open all week. Please come in for a hug, a prayer in our chapel, or to shed a tear. God Bless America.”

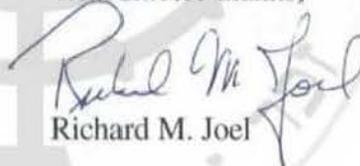
Indeed Hillels across the country and around the world are joining with their campus communities to help students — and America — to struggle with the terrible new reality created by terror and fanaticism.

And during this time of crisis, Hillels doors have remained open to all students of all backgrounds offering a place to share their feelings, to stay informed and for counseling and support services.

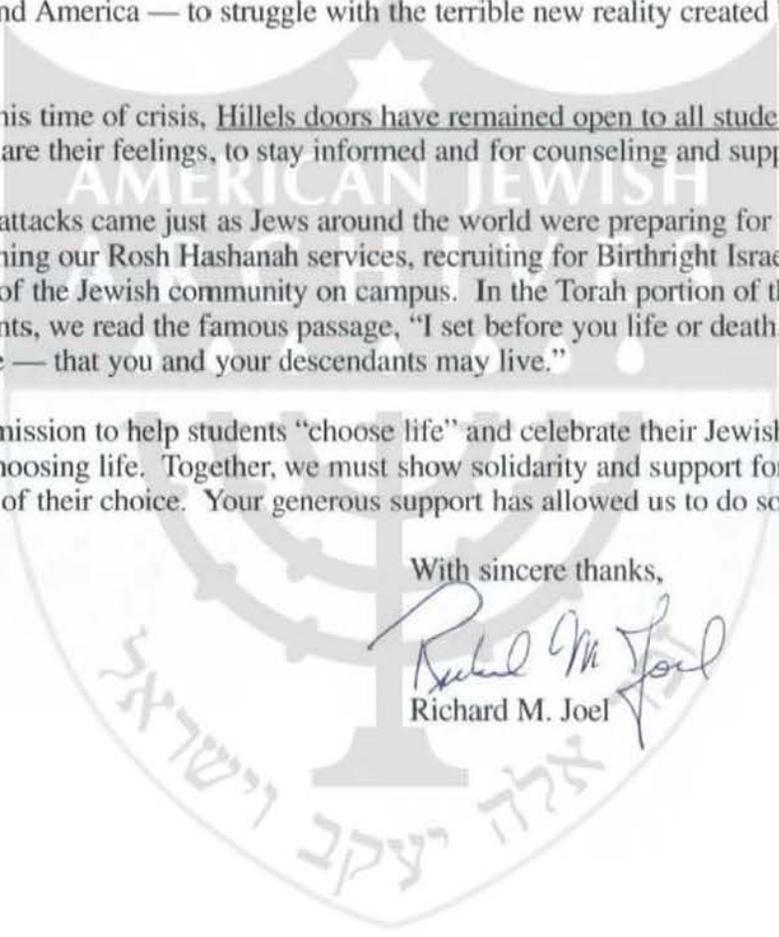
The terrorist attacks came just as Jews around the world were preparing for the High Holidays. Hillel was busy planning our Rosh Hashanah services, recruiting for Birthright Israel trips and inviting new students to be a part of the Jewish community on campus. In the Torah portion of the week coinciding with these tragic events, we read the famous passage, “I set before you life or death, blessing or curse. Therefore choose life — that you and your descendants may live.”

It is Hillel’s mission to help students “choose life” and celebrate their Jewishness. Jewish renaissance means choosing life. Together, we must show solidarity and support for those horribly, senselessly deprived of their choice. Your generous support has allowed us to do so.

With sincere thanks,



Richard M. Joel



Student interns learn leadership, but clash on Zionist programming

By Michelle Dardashti

NEW YORK (JTA) — To Adina East, the escalating violence in Israel serves as “a red flag that now we have to start doing something” to show support for the Jewish state.

A junior at Queens College in New York, East was one of 67 college students who were part of the Hillels of New York/FECS Collegiate Leadership Internship Program this summer.

The organized Jewish community makes no secret of its desire to get young Jews more involved in the community.

Some examples are the Birthright Israel program, which offers free trips to young Jewish adults who have never visited Israel, and a massive Israel solidarity rally planned for Sept. 23 in New York.

Another example is the CLIP program, a partnership between Hillel and FECS, the largest social service agency in the New York area, which helps find and fund internships for students identified as potential Jewish leaders.

One of the program's main emphases this summer was the violence that has wracked the Middle East since the Palestinian uprising began last September.

“One of the most challenging aspects of how CLIP approached Israel this summer is that the seminars pushed students to formulate opinions,” program director Wendy Miller Gamer said.

“If Israel in the past hadn't been at the top of the list of things to figure out for young adults, this summer it had to be,” said Miller Gamer, director of regional programs for the Hillels of New York.

CLIP forces the students to “be active and do something,” East said. “There's a lack of general knowledge about Israel, not everyone is running out to get it and it's not getting to them. There's a whole passive attitude that CLIP is trying to fight.”

One of last year's CLIP participants, Linda Lantos, went on to play a key role in combating what many saw as the anti-Israel rhetoric pervading the Binghamton University campus in New York after the “Al-Aksa Intifada” began.

During their six week program this summer, most CLIP participants worked as interns at a variety of Jewish nonprofit organizations.

However, they spent half a day each week in leadership and educational workshops dealing with everything from resume writing and career development to Jewish identity.

“The Jewish community is calling out to the younger generation more than ever to formulate an opinion” on issues, “and formulate one that supports Israel,” Miller Gamer said.

The call is not falling on deaf ears.

Almost immediately after her internship with the marketing division of the Anti-Defamation League began this summer, East contacted her campus Hillel about the need for programs to raise Israel awareness in the coming school year.

Despite her lack of prior involvement with Hillel, East's persistence won her a spot on the board for the school year.

Aric Lipnick, a student at State University of New York at Albany, says that in the wake of increased bloodshed in Israel, he has seen many of his peers “go from complete ambivalence to feeling such great passion” for Israel.

But CLIP also demands that the students' passion be translated into action. Recognizing that “it's ignorance that breeds the anti-Semitism” surfacing on campuses, Lipnick says the Jewish

community at his university works vigorously to educate the student body.

Last year, for example, the Zionist organization at SUNY Albany brought speakers to campus from the American Israel Public Affairs Committee and from the Israeli Consulate in New York.

A junior at Cornell University, Lonnie Fox participated in the inaugural Birthright Israel trip in 1999. Before that, he said, his knowledge about Israel was very limited.

“I didn't even know that I was missing out,” he said.

Fox, who interned this summer for MasterCard International, says he plans on being more involved in Jewish life on campus in the future.

“CLIP has definitely prepared me to be a Jewish leader on my campus, in the Jewish community and in the world at large,” he said.

Erica Ash also attributes her newborn interest in Israel to her Birthright trip last winter.

“Now I listen to the news very intently,” Ash said, adding that she'd been unsure about which news sources were reliable.

“Prior to CLIP, it was hard to know which sources to go to,” she said. The program provided each student with a resource packet listing suggested contact people, organizations, Web sites and newspapers.

If the CLIP program is any indication, the Jewish community's efforts are succeeding not only in finding future Jewish leaders but in raising the temperature of its young blood.

“The content of our programming was increasingly pushing us to equate our Judaism with a prioritization of Israel,” said Yael Gottlieb, a senior at New York University.

“I have a deep love and loyalty to the land that is literally my homeland,” said Gottlieb, who spent the first six years of her life in Israel. “But this love is separate from my feelings toward Judaism.”

Given what she called the decidedly “right-wing” speakers, Helaine Blumenthal of Swarthmore College in Pennsylvania “often felt marginalized as a Jew who doesn't support Israel.”

Blumenthal and Gottlieb have sympathy for the Palestinian cause, which makes them a minority in Jewish leadership programs, they say.

“A lot of Jews are blind to Jewish violations of Palestinian human rights,” Blumenthal said.

Gottlieb says her opinions on the Israeli-Palestinian conflict don't necessarily contradict Zionism, “but Zionism scares me” since she feels it prevents her peers from looking at issues objectively and thinking independently.

“I thought that my more holistic, heterogeneous outlook on the situation was more in the majority,” Gottlieb said. “I guess my liberal college upbringing had me fooled.”

Blumenthal told of the heated debates that took place during group seminars on Israel once everyone quit “tiptoeing around the subject.”

Gottlieb says that “the atmosphere by the end” of CLIP “was really tense.”

But most CLIP participants found the tension productive.

East, for example, spent her freshman year at Bar-Ilan University in Israel, but says it was only through her seminars and discussions at CLIP this summer that she discovered how large a role Israel plays in her Jewish identity.

“I had never connected myself as a Jew to my belief in the State of Israel,” she said. □