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**AMERICAN JEWISH ARCHIVES**

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

Series I: Wexner Heritage Foundation, 1947-2004.

Subseries 1: General Files, 1949-2004.

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Plan for the future. Letters to supporters. 24 June 2003.

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

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Herbert A. Friedman

The Wexner Heritage Foundation

551 Madison Avenue  
New York, New York 10022

212 355 6115  
Fax 212 751 3739

June 24, 2003

Dear Michael,

As a person, you are broadminded, conscientious, available beyond all norms with your time and means, open to new ideas, kind, a model of what a super-human should be. You always say yes.

As a Jew, you give strength to the Jewish nation and the State of Israel in so many avenues, projects, institutions and organizations. If only every Jewish child could be endowed with an identity as strong as yours.

As a friend, your personal generosity aided in the publication of my memoir.

All these attributes and characteristics endured over the past two-year period as you welcomed me to your desk with incredible patience, over and over, while I tried to create a weapon with which to rescue American Jewry from its march toward oblivion. You abetted, suggested, conferred with others whom I brought to discuss the project with you. You never said no.

But the moment has arrived to say no to further attempts. The scale of the project is too large for individual effort. My original concept of securing finances through the endowment channel of the Federation system did not catch fire. Perhaps my advanced age did not permit the constant travel required to recruit and shape a staff, solicit large gifts, fashion a publicity campaign.

The project must be put away, and I know you agree with that judgment. The American-Jewish problem will not go away. Hopefully, some other persons will pick up the challenge and succeed.

Many, many thanks, Michael,

With Love,



Herb

Herbert A. Friedman

The Wexner Heritage Foundation

551 Madison Avenue  
New York, New York 10022

212 355 6115  
Fax 212 751 3739

June 24, 2003

Dear Brian -

Your unflinching support was so important that it kept me going for two years in pursuit of my hope that a great campaign could be shaped to strengthen and alter the future of the American Jewish population.

I thank you for your personal approval of the concept and your encouragement. But I've come to the conclusion that one person (myself) cannot create the structure; obtain the very large early commitments of time and money which demonstrate that the concept is feasible and necessary; undertake the travel schedule mandatory for national exposure.

I am grateful for your belief and participation through your words and deeds. The plan will now be put to bed, in the hope that other individuals or organizations will accept its merit and some future day bring it to reality.

With deep emotion, I give you my gratitude.

As ever,



Herb

Herbert A. Friedman

The Wexler Heritage Foundation

551 Madison Avenue  
New York, New York 10022

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Fax 212 751 3739

June 24, 2003

Dear Joseph-

Your unflinching support was so important that it kept me going for two years in pursuit of my hope that a great campaign could be shaped to strengthen and alter the future of the American Jewish population.

I thank you for your personal approval of the concept and your encouragement. But I've come to the conclusion that one person (myself) cannot create the structure; obtain the very large early commitments of time and money which demonstrate that the concept is feasible and necessary; undertake the travel schedule mandatory for national exposure.

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With deep emotion, I give you my gratitude.

As ever,



Herb



Herbert A. Friedman

The Waxner Heritage Foundation

551 Madison Avenue  
New York, New York 10022

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Fax 212 751 3739

June 24, 2003

Dear Steve-

Your unflinching support was so important that it kept me going for two years in pursuit of my hope that a great campaign could be shaped to strengthen and alter the future of the American Jewish population.

I thank you for your personal approval of the concept and your encouragement. But I've come to the conclusion that one person (myself) cannot create the structure; obtain the very large early commitments of time and money which demonstrate that the concept is feasible and necessary; undertake the travel schedule mandatory for national exposure.

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With deep emotion, I give you my gratitude.

As ever,



Herb

Herbert A. Friedman

The Wexner Heritage Foundation

551 Madison Avenue  
New York, New York 10022

212 355 6115  
Fax 212 751 3738

June 24, 2003

Dear Richard -

Your unflinching support was so important that it kept me going for two years in pursuit of my hope that a great campaign could be shaped to strengthen and alter the future of the American Jewish population.

I thank you for your personal approval of the concept and your encouragement. But I've come to the conclusion that one person (myself) cannot create the structure; obtain the very large early commitments of time and money which demonstrate that the concept is feasible and necessary; undertake the travel schedule mandatory for national exposure.

I am grateful for your belief and participation through your words and deeds. The plan will now be put to bed, in the hope that other individuals or organizations will accept its merit and some future day bring it to reality.

With deep emotion, I give you my gratitude.

As ever,



Herb

Herbert A. Friedman

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New York, New York 10022

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Fax 212 751 3739

June 24, 2003

Dear Irv—

Your unflinching support was so important that it kept me going for two years in pursuit of my hope that a great campaign could be shaped to strengthen and alter the future of the American Jewish population.

I thank you for your personal approval of the concept and your encouragement. But I've come to the conclusion that one person (myself) cannot create the structure; obtain the very large early commitments of time and money which demonstrate that the concept is feasible and necessary; undertake the travel schedule mandatory for national exposure.

I am grateful for your belief and participation through your words and deeds. The plan will now be put to bed, in the hope that other individuals or organizations will accept its merit and some future day bring it to reality.

With deep emotion, I give you my gratitude.

As ever,



Herb

June 24, 2003

Dear John—

Your unflinching support was so important that it kept me going for two years in pursuit of my hope that a great campaign could be shaped to strengthen and alter the future of the American Jewish population.

I thank you for your personal approval of the concept and your encouragement. But I've come to the conclusion that one person (myself) cannot create the structure; obtain the very large early commitments of time and money which demonstrate that the concept is feasible and necessary; undertake the travel schedule mandatory for national exposure.

I am grateful for your belief and participation through your words and deeds. The plan will now be put to bed, in the hope that other individuals or organizations will accept its merit and some future day bring it to reality.

With deep emotion, I give you my gratitude.

As ever,



Herb