



THE JACOB RADER MARCUS CENTER OF THE
AMERICAN JEWISH ARCHIVES
A DIVISION OF HEBREW UNION COLLEGE – JEWISH INSTITUTE OF RELIGION

MS-630: Rabbi Alexander M. Schindler Digital Collection, 1961-1996.
Series A: Union of American Hebrew Congregations, 1961-1996.

Box
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Folder
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World Union for Progressive Judaism [Jerusalem Center],
1973-1977.

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

May 29, 1973

TO: MATTHEW H. ROSS

I was able to obtain the following from our fund raising office in regard to the Development Fund:

- 1/ By-Laws
- 2/ Agreement between the UAHC and the HUC-JIR
- 3/ Letter from U.S. Treasury Department in re Taxes --- they had no letter of application for same, only this response.
- 4/ Certificate of Incorporation

I trust these will meet your requirements, if not please advise and I'll check further.

After you've had an opportunity to study these papers and have no further need for them I'd appreciate their return.

Thanks and regards.

5/30

Mar 1-60

IRB. Purpos D7

5/31 Don 1023 + Encl.

59 letters

2. Car
3. Brochure

Range

21,000	25,000
4,000	4,000
1,000	1,000
5,000	5,000
7,500	10,000
2,500	3,000
44,000	51,000
3,000	6,000
12,000	24,000
2,000	3,000
5,000	10,000
6,000	8,000
10,000	15,000
4,000	5,000
42,000	69,000
86,000	126,000
87,000	

unknown

VERY TENTATIVE ESTIMATE OF EXPENSES

Annual

New York Side

Range

Administrative Assistant		20,000	- 25,000
His fringe benefits - approx. 15% of pay		3,000	4,000
Secretary		6,000	7,000
Telephone		5,000	6,000 0
Travel: average fare of one trip	3150		
average daily cost- hotel,			
meals, taxis, etc.	100		
per trip	250		
30-40 trips per year		7,500	10,000
Reserve for unanticipated expenses		3,500	5,000
		<u>44,000</u>	<u>57,000</u>
		45,000	

Israel Side

Secretary		3,000	4,000
Telephone		12,000	24,000
Car expenses		2,000	3,000
Guest-connected: travel, meal, entertainment		5,000	10,000
Travel to U.S. - 4-5 trips per year		6,000	8,000
Travel in U.S. - see above calculation -			
40-60 days per year @ \$250		10,000	15,000
Reserve for unanticipated expenses		4,000	5,000
		<u>42,000</u>	<u>69,000</u>
		86,000	126,000
		<u>87,000</u>	

AMERICAN JEWISH
ARCHIVES

TOTALS

ONE-TIME EXPENSES

- | | |
|--|-------------------------|
| 1. Setting up office - furniture, construction, etc. | \$5,000 |
| 2. Car | 7,500 10,000 |
| 3. Brochure | unknown |

cc Matt Ross
5/4/73
J. Dwork
4/21/73

May 25, 1973

Mr. Martin Fromm
Box 7158
Kansas City, Mo. 64113

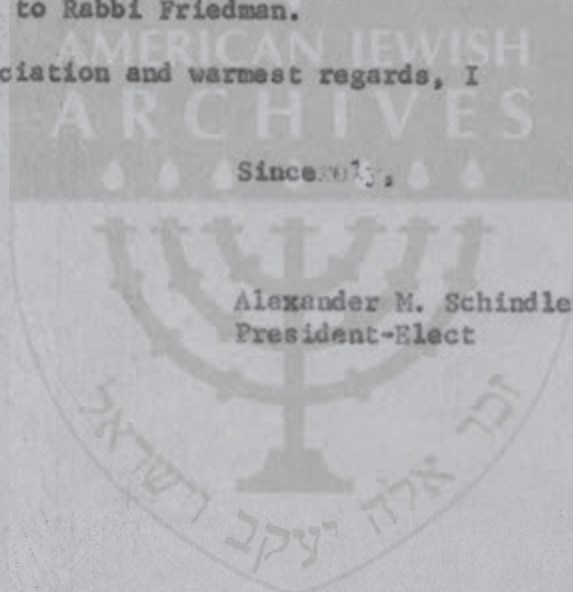
Dear Martin:

It was good of you to respond so quickly to Rabbi Friedman's request for possible donors to the World Center. I am deeply grateful to you and am passing your suggestion on to Rabbi Friedman.

With appreciation and warmest regards, I am

Sincerely,

Alexander M. Schindler
President-Elect



from the desk of:

MARTIN FROMM

5-23-73

Alex:

Enjoyed being with you.

With reference to Rabbi Friedman's request for names, may I suggest the name of Richard Bloch (he is the R in H & R Block, the income tax people). Not only that he and his brother and families are extremely wealthy, but they have a vested interest in Israel because one of their son-in-laws is the son of Chaim Vinitzky, Director General of UJ in Jerusalem.

M. Fromm
MARTIN FROMM
MF/ec



Finley 2-1393

*Thank you
Person
To Herb
Friedman*



BOND, SCHOENECK & KING

ATTORNEYS AT LAW

ONE LINCOLN CENTER

SYRACUSE, N. Y. 13202

PHONE (315) 422-0121

ALBANY OFFICE

111 WASHINGTON AVENUE

ALBANY, N. Y. 12210

PHONE (518) 462-7421

May 22, 1973

Mr. Harry K. Gutmann, Chairman
Board of Trustees
Union of American Hebrew Congregations
838 Fifth Avenue
New York, New York 10031

Dear Harry:

It was a good meeting and I compliment you and the officers in the way you handled the Friedman contract. I had complete confidence in the officers and voted for the motion which would have authorized the officers to negotiate. However, I think you were so wise in recognizing that there were those who were grumbling; and now that the air is cleared, you have, as the vote on the motion indicated, unanimous support.

Now, let me turn to a matter which has been of great concern to me for the last few years; namely, the Dollar-Per-Person Campaign.

As you know, we passed Judge Baar's resolution amending the constitution concerning the purposes of the Union. Fortunately, the amendment to the by-laws was not presented, and I am certain, that it must have become clear at the luncheon session that it would have been highly inadvisable to have proposed such language.

May I now give you a little background in which I was personally involved:

You will find that in the minutes of the Israel Commission of about a year ago that there was a unanimous resolution that the Dollar-Per-Person Campaign be made mandatory. I was the proponent of that motion because I had seen the results of voluntarism and the income from such a campaign gradually diminishing, as has been true for the last year. Really, the campaign that yields \$60,000 is not of much moment, in view of the needs.

I found, by writing to every congregation in the Northeast Region, as well as in the Great Lakes Region over the past year, minimal cooperation from the rabbis and presidents of the

Mr. Harry Gutmann

May 22, 1973

congregations. I have made my reports to Nat Hess periodically. I also found that the Regional Directors were so preoccupied that they could not spend much time on fostering the project; and furthermore, there were very few lay people in the field who were willing to undertake any sort of executive responsibility.

Since I am not privy to Executive Committee considerations, I can only guess that there was the attitude that a mandatory system would embroil you in the dues structure problems of which we are so well aware. Nevertheless, the Dollar-Per-Person Campaign cannot rest on any voluntary basis, so that a resolution which is based on "expectations" is unrealistic for fund-raising purposes.

If we are to believe in the amendments passed to Article II of the Constitution, then we must obtain support for the yearly ongoing activities of the Union in Israel and \$60,000 won't do it; nor will any other device based on voluntarism achieve our goal.

I had another objection to the resolution amending the by-laws, because it prescribed that the method to be used for the obtaining of funds was by solicitation of the membership. It seems to me, like my own congregation, congregations may well budget for this money or choose any other method for obtaining of funds and I thought it not desirable to prescribe fund-raising methods.

Lastly, there is the very sensitive area which should be faced even though there are tender toes to be affected. We must resolve and delineate the methods, separately or jointly, which are to be used by the World Union and the Commission in obtaining ongoing funds for their respective and joint interests. There are many who seek the emphasis on funds for Israel; others would seek funds for the World Union, as well as Israel, on a fair method of apportionment of funds. You should know that at the Israel Commission meeting this past Thursday, it was recommended that the chairman appoint a committee, in due course, to consider this very problem, which I repeat, is directed only towards annual ongoing contributions and has nothing whatsoever to do with substantial contributions from individuals for either the World Union or the New Center.

The purpose of my letter is really to make certain that there is the appropriate liaison relationship between your office, Emil Baar's constitution committee, Nat Hess' Israel Commission, and representatives of the World Union. I must say in all frankness, that the Commission on Thursday was completely unaware that any amendments were to be proposed and certainly unaware of the nature of the changes to be suggested. It is obvious that there was a lack of communication.

Mr. Harry Getmann

May 22, 1973

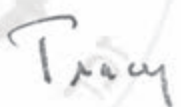
I suppose, therefore, that I must appeal to you, as chairman, to make certain that there is a relationship established amongst the interested groups so that we may go to the Biennial of one mind. Unless this is done, I foresee separate, individual amendments proposed which can only lead to interminable debate, and perhaps the loss of any constructive move to resolve the question.

I impose upon you to undertake to resolve the problem, amidst all of your other problems.

However, I can assure you I am going to get you up to Syracuse this fall where you will see a welcome relief from these problems and where you will have the attention shown of a devoted congregation and I am sure you will have a very pleasant experience!

With kindest regards,

Sincerely,



Tracy H. Ferguson

thf/hf

cc: Nathaniel E. Hess
Judge Emil Baar

B.C.C. MNE
HKG
RGH.

March 11 , 1973

Mr. Irving Bernstein
United Jewish Appeal
1290 Avenue of the Americas
New York, N.Y. 10019
U. S. A.

Dear Irving:

Many long discussions have been held with the Reform Leadership group, which has been here during the past ten days, and all policy problems have now been ironed out. I understand what they have in mind, which is to build a large complex on King David Street, next to the present building; and they understand what I have in mind, which is to build a whole movement in Israel. I will do the work first of all to get the money for the Headquarters complex, and they have agreed to endorse the whole program. The fact that we have talked through and agreed upon the wider ramifications of the whole program is very pleasing to me - because now I can feel really happy in the job, with scope to create.

Details of drafting the contract will require one more round of agreeing on exact language in a few paragraphs, and then it will be initialled by them and by me, waiting for final signature until end May, when the two Boards meet and give final ratification.

I am planning to come to the United States around 10 May, remaining until the end of the month. Here is the procedure I would like to follow, and I would appreciate your suggestions and reactions:

1. I have written to Hamlin asking for a meeting with the committee on control for Monday morning, 14 May, to go through the formalities. Copy of my letter to him is enclosed.
2. I want to write to the Executive Directors of the cities where I have prospects.
3. Enclosed is a list of people I would like to see on this trip. Please go over it, and clear or reject as quickly as possible, because I need time to write to the individuals, requesting an appointments.

...../

Mr. Irving Bernstein

March 11, 1973

Page 2

So, the way it will work is as follows:

1. When I get your approval of the draft letter to the execs. I will send that out immediately, on personal letterhead, not UJA.
2. When I get back the list of cleared names, I will write to each individual for an appointment.

Let me ask you another question. What is your opinion of my coming to the Executive Committee Retreat in Bermuda in June, to explain in person what my new job will be. A direct personal statement would clear the air of any confusion, should there be any, and would save me writing lots of letters of explanation. But it would require being listed on the program to speak. I would think 15 minutes would do the trick. Let me know.

How are things going with the campaign? I would appreciate hearing something because by now I am not really current at all.

As ever,

Herbert A. Friedman

HAF:amg

B*ind copies: Dr. Alfred Gottschalk
Rabbi Alexander Schindler

LIST TO BE VISITED IN MAY 1973

<u>Alabama</u>	Birmingham	Marvin Engel
<u>California</u>	San Francisco	Walter Haas Dan Koshlan Madeleine Russell
<u>Colorado</u>	Denver	Jerry Goldstein Emmett Heiteler
<u>Connecticut</u>	Bridgeport	Phil Sagarin
<u>D.C.</u>	Washington	Charles Smith Mrs. Allie Freed David Kreeger Carl Freeman Harry Weinberg
<u>Florida</u>	Fort Lauderdale	Martin Fridovitch
	Clearwater	Charles Rutenberg
	Miami	Joe Kanter
<u>Indiana</u>	Indianapolis	Ben Domont Eugene Glick
<u>Maryland</u>	Baltimore	Joe Meyerhoff Mrs. Jacob Blaustein Hugo and Helen Dalsheimer
<u>Massachusetts</u>	Boston	Leonard Bell-George Katz
<u>Nebraska</u>	Omaha	Nick Newman
<u>New Jersey</u>	Camden	Phil Zinman
	Sidney Edelstein	Englewood
<u>New York</u>	Binghamton	Bud Koffman
<u>Tennessee</u>	Chatanooga	Bud Seretean
	Memphis	Abe Plough
	Nashville	David Steine Morris Werthan Harry Vise
	New York City	Joe Lubin Milton Petrie Fred Pomerantz Larry Tisch Bill Rosenwald Meshulam Riklis

March 11, 1973

Mr. Itzhik Hamlin
Jewish Agency
515 Park Avenue
New York, N.Y.
U. S. A.

Dear Itzhik:

Let me report to you on the progress of our plans. There have been long discussions with the leaders of the Hebrew Union College and the Union of American Hebrew Congregations, and we have now agreed upon the broad outlines of the program which will be undertaken, as well as many of the specifics. I will shortly be reducing these discussions to writing, and will send you a copy of my notes. These notes will provide an answer to the questions you asked in your letter of 5 January 1973, regarding the exact projects we plan to develop.

Secondly you asked whether I had ~~discussed~~ discussed these matters with officials of the Agency and the Government, and I am happy to tell you that I have had conversations with both Mr. Pincus and Mr. Sapir, so they are both fully apprised. Both have given me their opinion that they understand our plans, and see no conflict from the campaign standpoint, in view of the manner in which I plan to do the fundraising.

I intend to come to the ^AUnited States immediately after Yom Atzmaut, and would appreciate very much haveing a meeting with your committee on Monday morning, 14 May. I am sending now to Irving Bernstein, of National UJA, and Ernie Michel, of New York UJA, a list of names of people I want to see during that May trip, asking them for clearance. When they clear the names I will then write to the Executive Director of the particular city, clearing also with him. Then I will write to the individual himself asking for an appointment, Since this procedure will take some weeks, I am beginning now in order to prepare for the May trip properly.

Regarding publicity and announcements, there will be none. This campaign requires none since there will be no dinners, speakers invitations or any of the usual apparatus. This is intended to be a campaign of personal visits for private solicitations of selected individuals. No goals have been set so none will be announced..

...../

Mr. Itzhik Hamlin

March 11, 1973

Page 2

I don't visualize the slightest problem, because I shall be overly-zealous to observe all the rules. Nevertheless, I do want to have a formal meeting with the committee, to make the formal request and receive the formal approval. I hope the suggested date will work out because I am planning a very tight itinerary, involving fast flying from city to city. If, however, it is inconvenient, please let me know and I am sure we will find an agreeable date.

AMERICAN JEWISH
ARCHIVES
As ever,

Herbert A. Friedman

HAF:amg

Blind copies: Dr. Alfred Gottschalk
Rabbi Alexander Schindler

May 11, 1973

Mr. Max J. Lipkin, President
Jewish Community Council
718 Central Building
Peoria, Illinois 61602

Dear Mr. Lipkin:

Your letter of April 20th, addressed to Rabbi Charles D. Mintz, has been brought to my attention for response.

As you yourself noted, our campaign will be a selective one and so far no one in your community has been contacted. No one will be contacted in any community without prior and sufficiently far in advance clearance with local community leaders.

We have already received authorization from the National Committee for the Control and Authorization of Campaigns. In due time you will undoubtedly receive appropriate notification from the CJFWF.

I trust this information will help to allay your apprehensions.

With kindest regards, I am

Sincerely,

Alexander M. Schindler
President-Elect

cc: Rabbi Charles D. Mintz

JCC

JEWISH COMMUNITY COUNCIL

718 CENTRAL BUILDING • PEORIA, ILLINOIS 61602 • PHONE 673-7922

PERETZ A. KATZ, Executive Director

5/10 H 7
re: response

Alex

I can't answer this one
since I know so little
about the Friedman
arrangements

April 20, 1973

Please give it to someone
who can answer intelligently

Thanks

CPM

Rabbi Charles D. Mintz
Reform Jewish Appeal
838 Fifth Avenue
New York, N.Y. 10021

Dear Rabbi:

We are in receipt of a letter from Herbert A. Friedman of Jerusalem, Israel in regard to his plans for a selective local solicitation in behalf of the Hebrew Union College - Union of American Hebrew Congregations - World Union of Progressive Judaism Israel Programs. This letter was presented to our Board of Directors at its meeting last week.

Several questions were raised in the discussion and I was asked to write to you for further information before any action was taken on the request. It appeared to some of us that such a solicitation would be a violation of our agreement with national agencies that we support through the Federated process. We are writing specifically, therefore, to get your thinking on this and any other information you may have that would be helpful in our decision.

We would appreciate hearing from you on this matter at your earliest convenience.

Very sincerely yours,

Max J. Lipkin
Max J. Lipkin,
President

As you know
So far we are doing
okay - you
will be given
nothing will be
done with
local
for a nat'l
National Committee
for the
Auth. of Congress

Jan on CFY.

gb

cc: ADN

2
April 19, 1973

Mr. Itzhik Hamlin
515 Park Avenue
New York, N.Y.
U. S. A.

Dear Itzhik:

I am looking forward to our meeting on the morning of May 10. I do not know what time that will be so I will wait word from you. I assume that the meeting will take place in your office at 515 Park Avenue. I shall be arriving the previous afternoon and I will be staying at the Plaza Hotel, so you can leave any message for me there.

I told you that as soon as I had something down in writing, I would send it to you. Please accept the enclosed document, and, of course, you are free to distribute it to the members of your committee.

I think it would be a good idea if Dick Hirsch were present at the meeting that morning. I have already asked him to join us and I assume that it is perfectly alright with you.

Looking forward to seeing you soon.

As ever,

Herbert A. Friedman

Encl:

cc: Rabbi Richard Hirsch
Rabbi Alexander Schindler ✓
Dr. Alfred Gottschalk

20 April 1973

MOVEMENT FOR PROGRESSIVE JUDAISM IN ISRAEL

TO: The Committee on Control and Authorisation of Campaigns
FROM: Herbert A. Friedman

The values and ideals which motivate the people of Israel in the land of Israel to struggle so fiercely for freedom and independence are drawn from the deep source-springs of national memory. This memory recalls all events, from ancient Exodus to modern Holocaust; passes them through the filter of analysis; and emerges with the renewed conviction that conditions of national sovereignty provide the best and probably the only ultimate guarantee for survival with continued creativity.

The factors of nationalism, national pride, national defense, selfless willingness on every man's part to give his years to national service, have all led to Israel's present military skill and capacity whose constant ingenuity continues to amaze the world. The Jewish people in Israel today is a nation of fighters, skillful, sacrificial, imbued with the absolute knowledge that no one battle may be lost, for that one might be the last.

Having thus come in a short quarter century from a condition of near-death following the Hitler blood-letting to its present vigorous life and strength through the natural development of strong feelings of nationalism, Israel might look at itself and ask whether, during this period of intensified military spirit with its possibly chauvinistic tendencies, she has turned into some Spartan-like armed camp, throttling all other aspects of her development.

Happily and obviously this has not happened, for the nation has steadily achieved increasing success in most other spheres of deepest concern: continuous immigration; broadening of educational opportunities; growth of universities; slow but steady amelioration of social conditions; rising health standards; industrial expansion; rising exports; widening sea and air links around the globe. Israel is certainly no Sparta - but rather a nation which has learned to fight very well in order to stay alive, in order to achieve all the great goals which make the fighting worthwhile in the first instance. Because of her ability in arms she may someday be freed of the necessity of using them. In the meantime, she is not waiting, but surges forward with continuous constructive growth in all fields.

HERBERT A. FRIEDMAN
15 IBN GABIROL STREET
JERUSALEM, ISRAEL 92430
TEL. 02-88921

2 April 1973

Rabbi Richard Hirsch
Union of American Hebrew Congregations
838 Fifth Avenue
New York, N.Y. 10019

RECEIVED APR - 9 1973

information only
sent to executive
directors of UJA
major communities

Dear Dick,

Those who know me are aware that the over-riding motivation of my entire life has been a fierce concern for the security and upbuilding of an independent Jewish state as the means of guaranteeing the security and freedom of the entire Jewish people. Thus defense and immigration have been the two major themes which I have attempted over and over to analyse and explain. Both themes have preoccupied me since the days of World War II, when service with the Haganah gave me the opportunity actually to work in both areas, even before there was a State.

There are basic concerns, however, which go even deeper than both of these; namely, the transcendental questions of why the Jewish people should survive; what message this people has for the world, which makes its survival worth fighting for; what kind of state Israel will be, in order to express those Jewish yearnings for messianic perfection in a model society. Ben Gurion's entire thrust was his belief that modern Israel should be the successor to the prophetic vision of ethical monotheism - that Israel should be a light unto the nations. This was always my belief, was among my earliest convictions, and various expressions of it have found their way into almost every speech I have ever made.

The quarter century of work for the UJA, first as a volunteer, then as a professional, was the most tremendously satisfying which a man of my beliefs could possibly enjoy. The work involved a great educational effort. Money flowed as American Jewry came to understand and to deepen its convictions, and to develop a truly dedicated lay leadership, both younger and older; and finally, as the relationship between the federated communities and the UJA flowered into an efficiently functioning process which improved from year to year.

When our family moved to Israel in 1971, we all rejoiced in the simple fact of living daily in this beautiful place. Work with the UJA continued, and will continue as long as I live, by the way. It is far and away the most important task American Jewry can undertake on behalf of Israel, except perhaps for organising a large scale movement of aliyah.

But the search to serve somehow the deepest elements of my belief also continued - and after much thought, I think I have now found the path. I am reverting to the very beginning of my public life, when I felt that solutions were to be found through the Reform religious movement, and I am going to help build such a movement here in Israel. Having dealt with the purely physical aspects of Israel's growth for more than 25 years, now I would like to deal with more spiritual matters, like values, ethics, standards, goals, philosophies.

There is still a huge job to be done, from the physical point of view, especially if Russian immigration grows; and there may even be another war to fight, for formal peace is elusive. But even though the end is nowhere in sight, nevertheless, the nation is strong and I pray we are beyond the danger of physical destruction or collapse.

I think that the spiritual aspect of Israel's future requires a great deal of attention. The other day I was reading Abba Eban's new book "My Country." The final two paragraphs of the book hit me hard, for they beautifully expressed my own thoughts:

"At the end of a generation scarred by war and nourished by many triumphs, some of Israel's original values are in doubt. The dilemma can best be illustrated by a series of questions: will the tolerant, humane, empirical theme in Israeli thought triumph over tendencies of extreme nationalist fervour? Will orthodox Jews stretch their imagination to find solutions to urgent human predicaments without opening a destructive conflict - a conflict that cannot possibly end in their favor? Will the pioneering and collective ideals of early Zionism temper the wild rush for affluence and individual welfare so as to maintain a society with a special accent on human worth? Can Israeli democracy show a better solution than in recent years to problems of a rising crime rate, a high level of road accidents and a widening social and economic gap between sections of the population? Will intellectual, scientific and artistic excellence be given due preference in Israel's order of priorities? In short, will the temptations of parochialism and apathy be overcome by appeal to a Jewish legacy, which is universal in space and eternal in time?

The tension between national particularity and broad universal vision runs through the whole of Jewish history. Israel's task is not to ensure the total eclipse of one by the other, but to bring them together in a creative alliance. If it succeeds, the ceremony in the little museum hall in May 1948 may loom larger in the human story than any of its participants could have dared to dream."

I have agreed to serve as Director of Planning and Development for the Hebrew Union College - Union of American Hebrew Congregations - World Union of Progressive Judaism, and have already begun to design a master plan, to be achieved in stages. The plan involves the establishment of many institutions here, to provide a sense of liberal Judaism to the Israeli, and to feed back a sense of Jewish identification to the American. We will need a large expansion of the Hebrew Union College in Jerusalem so that rabbis will be trained here, and then sent back to serve the American communities. We will need to build liberal synagogue-centers here. We will need Reform kibbutzim with Israeli and American volunteer members. We will need a strong youth movement with summer camps, and both rural and urban schools, to implant a deep love for Israel in American youngsters who will come, and a deep respect for Judaism in Israeli youngsters who will come.

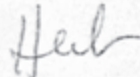
We will need an ideological center, and books, and lecturers, and public discussions on ethical issues, and all the intellectual probing and creative writing that must accompany any genuine movement involving heart and soul.

Since I have the responsibility of raising the funds to achieve all this, I want to be sure to function in an orderly fashion. I want to observe all the clearance procedures very carefully. The Committee on Control and Authorisation of Campaigns has already been contacted, and a meeting has been set with them for 10 May in New York. The name of every individual I wish to solicit will be presented to the National UJA and to you, the local federation executive, for clearance. If you have some reason for my not approaching an individual (because he has not made his current year's pledge, or negotiations are in process with him about a future chairmanship, or there is some other valid reason), please tell me and I shall not approach him until you say I may.

This campaign will be conducted without publicity, slogans, money goals, dinners, speakers, staff, or lay leader machinery. I have in mind a very quiet personal approach to a selected list of people for large sums. I shall clear individual names with you; write in advance from Israel to each person, asking him for an appointment, and will try to organise a group of appointments into a compressed period. I have no desire to be away from Israel very long, at any one time. Nor do I want to come and make solicitation visits anywhere near the height of campaign time. This year I am planning to come to the United States in May and September. By May the 1973 campaign should be over, (certainly the big gift phase), and by September the 1974 campaign will not yet have started. This whole approach is tailored to a very low profile, in order not to interfere with ongoing community and national process.

There is so much more I want to share with you, especially in defining what I think a liberal religious movement can contribute to life in Israel. But this letter is already overly long. We will have occasions to meet, both here and in the United States, and perhaps we can have a longer personal talk about some of the deeper matters. At the moment, please accept this autobiographical statement as a sincere expression of friendship, and a request for your most needed cooperation.

Sincerely yours,



Herbert A. Friedman

HAF:amg

RABBI RICHARD G. HIRSCH

April 25, 1973

To: Rabbi Alexander Schindler

I received the enclosed letter from Herbert Friedman today. He will be coming on May 9 and I will be going with him to the meeting of the Agency Committee on Authorization of Campaigns.

RECEIVED APR 24 1972

HERBERT A. FRIEDMAN
VILLA SECTION
CAESAREA, ISRAEL
TEL. 063-8233

12. 4. 73

Dear Dick -

Have received your various letters, and believe everything is working out.

I will be arriving Wednesday afternoon 9 May, via Suissair from Zurich, due in N.Y. 340 PM. The Swiss are usually punctual, and I should be getting to De Plaza within two hours after touch-down. You're right. I'll be tired because I'm flying straight through from Tel Aviv - but I think it's important for us to talk a bit. When you finish your cocktail reception, call me at De Plaza, and come over.

As for the meeting with Hamilton's committee next morning, I think you should be there. Please plan on it. I'm going to write up a short précis of our project in the next few days and will send it to him (copy to you, of course), because he wants to have something in writing to give his committee.

I have so far written to about 75 community federation executive directors telling them about the project, and beseeching their assistance. With approximately 15 of them I have asked for specific clearance to visit specific people. Am waiting for responses.

I have also written to about 85 lay leaders of the VSA around the country, mostly national officers and executive committee members, informing them also.

Next step (next week) is to start writing to actual prospects asking for appointments. That will be an acid test. If I can't get appointments, at the first effort by a single letter, then I'll go to U.S. anyway and try by telephone. We'll see.

Keep the faith. DNR EN.

P.S. You ask me to write to your Washington address, but I don't see it on your letterhead and can't seem to find it in my files. Please send it to me.

Helen

CC: m78
HKG
RGH

HERBERT A. FRIEDMAN
15 IBN GABIROL STREET
JERUSALEM, ISRAEL 92430
TEL. 02-66921

2 April 1973

Rabbi Alexander Schindler
Union of American Hebrew Congregations
838 Fifth Avenue
New York, N.Y. 10019

Dear Alex,

*informative
copy
sent to all
executive directors
of major cities*

Those who know me are aware that the over-riding motivation of my entire life has been a fierce concern for the security and upbuilding of an independent Jewish state as the means of guaranteeing the security and freedom of the entire Jewish people. Thus defense and immigration have been the two major themes which I have attempted over and over to analyse and explain. Both themes have preoccupied me since the days of World War II, when service with the Haganah gave me the opportunity actually to work in both areas, even before there was a State.

There are basic concerns, however, which go even deeper than both of these; namely, the transcendental questions of why the Jewish people should survive; what message this people has for the world, which makes its survival worth fighting for; what kind of state Israel will be, in order to express those Jewish yearnings for messianic perfection in a model society. Ben Gurion's entire thrust was his belief that modern Israel should be the successor to the prophetic vision of ethical monotheism - that Israel should be a light unto the nations. This was always my belief, was among my earliest convictions, and various expressions of it have found their way into almost every speech I have ever made.

The quarter century of work for the UJA, first as a volunteer, then as a professional, was the most tremendously satisfying which a man of my beliefs could possibly enjoy. The work involved a great educational effort. Money flowed as American Jewry came to understand and to deepen its convictions, and to develop a truly dedicated lay leadership, both younger and older; and finally, as the relationship between the federated communities and the UJA flowered into an efficiently functioning process which improved from year to year.

When our family moved to Israel in 1971, we all rejoiced in the simple fact of living daily in this beautiful place. Work with the UJA continued, and will continue as long as I live, by the way. It is far and away the most important task American Jewry can undertake on behalf of Israel, except perhaps for organising a large scale movement of aliyah.

But the search to serve somehow the deepest elements of my belief also continued - and after much thought, I think I have now found the path. I am reverting to the very beginning of my public life, when I felt that solutions were to be found through the Reform religious movement, and I am going to help build such a movement here in Israel. Having dealt with the purely physical aspects of Israel's growth for more than 25 years, now I would like to deal with more spiritual matters, like values, ethics, standards, goals, philosophies.

There is still a huge job to be done, from the physical point of view, especially if Russian immigration grows; and there may even be another war to fight, for formal peace is elusive. But even though the end is nowhere in sight, nevertheless, the nation is strong and I pray we are beyond the danger of physical destruction or collapse.

I think that the spiritual aspect of Israel's future requires a great deal of attention. The other day I was reading Abba Eban's new book "My Country." The final two paragraphs of the book hit me hard, for they beautifully expressed my own thoughts:

"At the end of a generation scarred by war and nourished by many triumphs, some of Israel's original values are in doubt. The dilemma can best be illustrated by a series of questions: will the tolerant, humane, empirical theme in Israeli thought triumph over tendencies of extreme nationalist fervour? Will orthodox Jews stretch their imagination to find solutions to urgent human predicaments without opening a destructive conflict - a conflict that cannot possibly end in their favor? Will the pioneering and collective ideals of early Zionism temper the wild rush for affluence and individual welfare so as to maintain a society with a special accent on human worth? Can Israeli democracy show a better solution than in recent years to problems of a rising crime rate, a high level of road accidents and a widening social and economic gap between sections of the population? Will intellectual, scientific and artistic excellence be given due preference in Israel's order of priorities? In short, will the temptations of parochialism and apathy be overcome by appeal to a Jewish legacy, which is universal in space and eternal in time?

The tension between national particularity and broad universal vision runs through the whole of Jewish history. Israel's task is not to ensure the total eclipse of one by the other, but to bring them together in a creative alliance. If it succeeds, the ceremony in the little museum hall in May 1948 may loom larger in the human story than any of its participants could have dared to dream."

I have agreed to serve as Director of Planning and Development for the Hebrew Union College - Union of American Hebrew Congregations - World Union of Progressive Judaism, and have already begun to design a master plan, to be achieved in stages. The plan involves the establishment of many institutions here, to provide a sense of liberal Judaism to the Israeli, and to feed back a sense of Jewish identification to the American. We will need a large expansion of the Hebrew Union College in Jerusalem so that rabbis will be trained here, and then sent back to serve the American communities. We will need to build liberal synagogue-centers here. We will need Reform kibbutzim with Israeli and American volunteer members. We will need a strong youth movement with summer camps, and both rural and urban schools, to implant a deep love for Israel in American youngsters who will come, and a deep respect for Judaism in Israeli youngsters who will come.

We will need an ideological center, and books, and lecturers, and public discussions on ethical issues, and all the intellectual probing and creative writing that must accompany any genuine movement involving heart and soul.

Since I have the responsibility of raising the funds to achieve all this, I want to be sure to function in an orderly fashion. I want to observe all the clearance procedures very carefully. The Committee on Control and Authorisation of Campaigns has already been contacted, and a meeting has been set with them for 10 May in New York. The name of every individual I wish to solicit will be presented to the National UJA and to you, the local federation executive, for clearance. If you have some reason for my not approaching an individual (because he has not made his current year's pledge, or negotiations are in process with him about a future chairmanship, or there is some other valid reason), please tell me and I shall not approach him until you say I may.

This campaign will be conducted without publicity, slogans, money goals, dinners, speakers, staff, or lay leader machinery. I have in mind a very quiet personal approach to a selected list of people for large sums. I shall clear individual names with you; write in advance from Israel to each person, asking him for an appointment, and will try to organise a group of appointments into a compressed period. I have no desire to be away from Israel very long, at any one time. Nor do I want to come and make solicitation visits anywhere near the height of campaign time. This year I am planning to come to the United States in May and September. By May the 1973 campaign should be over, (certainly the big gift phase), and by September the 1974 campaign will not yet have started. This whole approach is tailored to a very low profile, in order not to interfere with ongoing community and national process.

There is so much more I want to share with you, especially in defining what I think a liberal religious movement can contribute to life in Israel. But this letter is already overly long. We will have occasions to meet, both here and in the United States, and perhaps we can have a longer personal talk about some of the deeper matters. At the moment, please accept this autobiographical statement as a sincere expression of friendship, and a request for your most needed cooperation.

Sincerely yours,



Herbert A. Friedman

HAF:amg

December 6, 1973

the \$4 millions needed.

By the time a great deal of the preparatory work has been done, by correspondence between us, it will be worthwhile to organize a working session, with Alan Iselin if you still have confidence in him, to decide on the basic working principles and guidelines.

So let's get started.

With best regards,

Hub

cc: Professor Alfred Gottschalk
Hebrew Union College



August 17, 1973

Rabbi Alexander M. Schindler

Rabbi Ira Youdovin

Herb Friedman has suggested a meeting with our Regional Directors during his few days in New York in early September. We can't bring in all the men at this time but I would like you to set up a session with the local men for Tuesday, September 4th. Make it a morning session and invite the following:

Balfour Bröckner, David Mersky, Bob Schreiber,
Ted Eroido. Buzz Bogage should be invited but
tell him not mandatory, to come if it is convenient.

Please also invite Joe Glaser to attend this meeting.

PROPOSED PROGRAMS AND FACILITY REQUIREMENTS

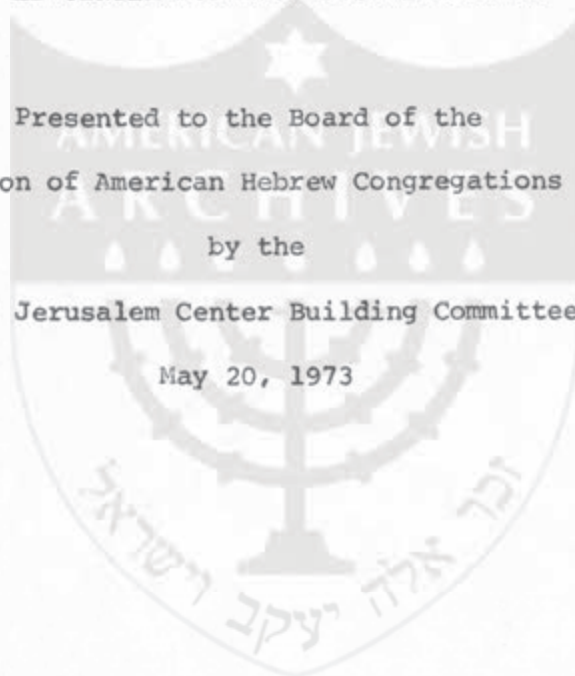
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WORLD CENTER FOR PROGRESSIVE JUDAISM

Presented to the Board of the
Union of American Hebrew Congregations
by the

UAHC Jerusalem Center Building Committee

May 20, 1973



As individuals, Reform Jews have long been in the forefront of the Zionist Movement and the efforts of the Jewish people to establish the State of Israel. As a Movement, the Union of American Hebrew Congregations, the Central Conference of American Rabbis and the World Union for Progressive Judaism have for more than thirty years been on record as advocating political and financial support for the establishment of a Jewish State. However, the creation of programs and the establishment of institutions in Israel by the Reform Movement have been of more recent vintage. Within the last two decades, our Movement has begun to dig its roots deep into Israeli soil. Our involvement has taken two forms: a) programs in Israel for Americans and other non-Israelis; and b) programs conducted by and for Israelis.

1. PROGRAMS UNDER THE AUSPICES OF THE UNION OF AMERICAN HEBREW CONGREGATIONS.

A. Youth Programs

1. Summer programs for high school age youth: Bible Institute, Mitzvah Corps, Ulpan, Antiquities Institute, Archeological seminar, and confirmation class tours.
2. Intensive programs of study and work: Eisendrat's International Exchange at the Leo Baeck School and other institutions (1/2 year); Kibbutz workshop (1 year); Academy, a year long program at a kibbutz with college accreditation, to be initiated summer 1973 -- in cooperation with the Hebrew Union College.

B. Adult Programs

1. Study Mission to Israel for adults.
2. Religious School Educators Institutes
3. Interfaith program, Seminar for Christian Academicians, to be initiated summer 1973 -- to be conducted jointly by Duke University, the Hebrew Union College, and the Commission on Interfaith Activities.

C. National Federation of Temple Sisterhoods

Chapel - Library - Cultural Center at Ben Shemen -- a splendid facility erected and furnished by the NFTS in a youth village catering to Israeli youth from less privileged home environments.

II. PROGRAMS UNDER THE AUSPICES OF THE WORLD UNION FOR PROGRESSIVE JUDAISM.

A. Congregations

There are now congregations in the following cities: Beer Sheva, Haifa, Jerusalem, Nahariya, Natanya, Nazareth, Ramat Gan, Tel-Aviv. In addition, during the High Holy Day period, special services have been held in major cities. Total attendance at High Holy Days is between 4,000-5,000.

Of the above congregations, only Har-El in Jerusalem is located in a facility owned by the World Union for Progressive Judaism. The land is valuable, the location excellent, but the building inadequate. The other synagogues meet in rented quarters, most of which are small and not conducive to a religious spirit.

B. The Leo Baeck School

A fine secondary institution in Haifa under the auspices of the World Union with an outstanding reputation and a magnificent new facility still incomplete and still requiring capital funds. The school is in the process of developing plans to become a comprehensive educational center.

C. Israeli Youth Program

The local youth groups of the congregations are organized in a national youth council similar to the structure of NFTY and served by rabbis and local youth leaders.

D. The Vaad Artzi

The Vaad Artzi (the Israel Council of Progressive Synagogues) coordinates programs and publications for the Movement and shares in responsibility for distribution and supervision of funds expended in Israel by the World Union.

E. Maram

Maram (the Council of Progressive Rabbis) is the rabbinic organization of the nine full-time and few part-time and retired rabbis who are associated with our Movement. The Maram gives intellectual and spiritual leadership to the development of the Movement.

Page three.

III. PROGRAMS UNDER THE AUSPICES OF THE CENTRAL CONFERENCE OF AMERICAN RABBIS

The Central Conference has developed a program of encouraging rabbis to take sabbaticals in Israel. The CCAR has held one national conference in Israel (March 1970) and will be convening another in March, 1974. The CCAR has undertaken responsibility for a series of ideological conferences with kibbutz leadership. The first seminar was held at Oranim and the Leo Baeck School summer 1971; the second is to be held summer 1973.

IV. PROGRAMS UNDER THE AUSPICES OF THE HEBREW UNION COLLEGE

-- spelled out separately by the College and attached. (Appendix B)



Within the last two years, major developments have occurred which have given promise of new impetus and more intensive involvement of Reform Judaism in Israel.

1. Acquisition of Additional Land

A delegation representing the HUC and the UAHC went to Israel in March, 1971 and in meetings with the Prime Minister and the Minister of Finance of the State of Israel received a commitment from the government to make available the 12 dunam (3 acres) of land adjacent to the initial 8 dunam (2 acres) of the HUC campus, thus making a total of 20 dunam (5 acres) in the heart of Jerusalem, adjacent to the King David Hotel and with a commanding view of the old city.

In a separate understanding, the leadership of the Union and the College agreed that the College, in whose name the additional land had been received would make land available free of charge to the Union for its needs.

2. Transfer of the World Union for Progressive Judaism Headquarters

In July, 1971 the Governing Body of the World Union meeting in London, England voted to move the international headquarters to Jerusalem commencing July, 1973. An office in New York at the House of Living Judaism will continue to be retained.

3. Creation of a World Center for Progressive Judaism.

The major institutions of Reform Judaism -- the College, the Union, the World Union and the Central Conference of American Rabbis -- have embarked upon a coordinated project to establish a World Center for Progressive Judaism.

While recognizing the need for separate physical facilities because of function and character unique to the separate institutions, it was agreed to plan for shared use of facilities and for common programming wherever possible. The College and the Union agreed to engage an architect to develop a new master plan and to apply the principle of cooperation to the physical operation of the facilities.

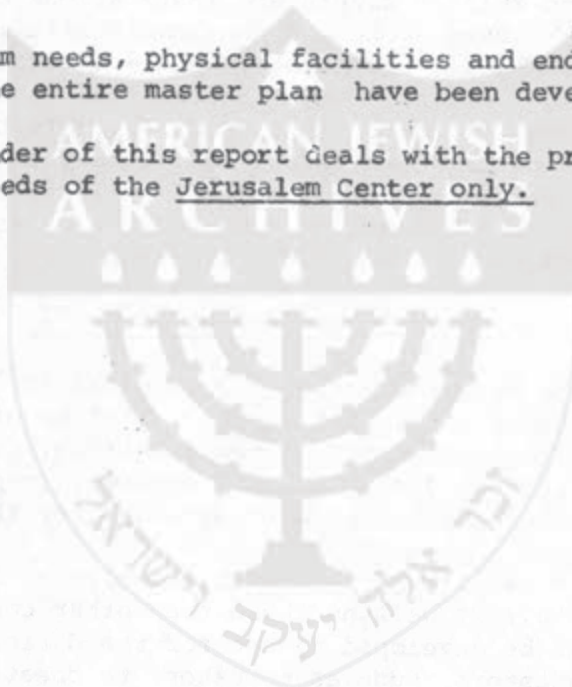
It was also agreed that one of the structures to be created would be visibly identified as a UAHC building of the World Center.

4. A Master Plan for Israel

The Union and the College are sharing in the responsibility for engaging a Director for development and planning who will be charged with responsibility for raising funds for the implementation of a master plan for Progressive Judaism in Israel. (Appendix A)

The program needs, physical facilities and endowment funds required for the entire master plan have been developed elsewhere.

The remainder of this report deals with the projected program and building needs of the Jerusalem Center only.



PROJECTED PROGRAMS AT THE JERUSALEM CENTER

A. Adult Education

Every year thousands of Reform Jews travel to Israel, some as individuals, others in organized tours conducted by travel agents or national Jewish organizations, and some in tours organized by their own rabbis and synagogues. These tours are primarily sightseeing in character and do not have clearly defined educational objectives. Many adults seek more educationally enriching experiences in Israel. The Center will conduct a variety of packaged study-tour programs for adults. These study programs will be integrated with visits to related sights and institutions and where relevant, lectures from academicians and government officials. Some suggested study topics: Bible, archeology, Hebrew literature, aspects of modern Israel. Special study missions will be organized for national leaders, congregational boards, Sisterhoods, Men's Clubs, members of congregational Israel committees, and other groupings within the Movement. Special sessions will be held to find and begin the training of such men and women for teaching within their own congregations at various age-levels.

B. Educational Programs for Jewish Professionals

In cooperation with the College, a multiplicity of in-service training programs of varying duration will be offered to religious school teachers, educators, communal workers, camp directors and counselors, interns and fellowship holders, temple administrators and other professionals who work with and for the Jewish community.

Joint institutes will be held with Israeli and Arab teachers, educators, etc., as well as those from other countries. Special programs will be developed by and for the National Association of Temple Educators, such as workshops to create resource materials and learning programs for all levels and settings of congregational education, including home and camp.

C. Youth

The offices for the National Federation of Temple Youth activities in Israel are already in the Feinsein Building. The new facility will serve as the administrative headquarters of the youth programs conducted throughout the country. It will also be the center to which individual youth traveling on their own will come for information, counsel, and assistance. Various other programs will be conducted there for youth residing in Jerusalem and/or attending the Hebrew University. From time to time conferences and programs will be convened at the Center for the NFTY groups dispersed throughout the country.

D. Informal Education for Israelis

In Israel there is a desperate need for a nonpoliticized ideological center where Israelis can engage in informal independent study of contemporary Jewish life with special emphasis on such subjects as Israel-Diaspora relations and the search for traditional values. Special courses of varying duration and intensity will be geared to meet the needs of newspaper writers, journalists, radio-TV commentators, government civil servants, senior army officers, tour leaders, university faculty, labor leaders, kibbutz leaders, selected high school students, and Israeli "shlichim" and others about to serve abroad.

E. Museum-Exhibit Hall and Audio-Visual Presentations

There is a need for a large display area or areas where archeological works, rare books and treasured ritual objects used in synagogue and home can be displayed. Both the Jewish past and the Jewish present will be portrayed in multi-media audio-visual presentations (similar to those at Disney World or Expo 1967). These presentations will be changed from time to time and will be in at least two languages, Hebrew and English so that not only tourists, but Israelis as well will be drawn to the Center. Sample audio-visual presentations: the Story of Judaism from Abraham to the Present, the Development of the Hebrew Language from its Earliest Origins, Sights and Sound of Jewish Religious Life Around the World.

F. Audio-Visual Center

In Israel the use of audio-visual techniques in education is not nearly as advanced as it is in the United States. The Center will have facilities for creating, presenting, storing and distributing audio-visual materials including those produced by the Reform Movement abroad, such as recordings, projectibles, design and display materials of all types, and the required equipment for their production and use. These materials will concentrate on Jewish education, values and content, and will be used by Israeli educational institutions and the general public as well as by Jewish communities outside Israel.

The Audio-Visual Center will also include space for meetings, workshops, research, and study.

G. Arts Center

This will be adjacent and mutually accessible to the Audio-Visual Center, and will similarly provide for creating, presenting, storing, and distributing, and for meetings, workshops, research, and study, of materials, equipment, techniques, and programs, in arts, crafts, music, dance, and drama for educational purposes.

H. International (and Israeli) Conferences, Seminars, Institutes

The Center will convene international conferences, often in cooperation with other organizations and institutions on issues of Jewish and general concern. These programs will explore critically such issues as:

- The role of Israel and contemporary Jewish theology.
- Judaism and the State in the State of Israel.
- The relevance of Jewish law and tradition on:
 - a. the waging of war and the pursuit of peace
 - b. changing attitudes toward sex and family relations.
 - c. the kibbutz and social experimentation in Israel.
 - d. civil rights and civil liberties.

I. Interreligious Study in Israel

Study-travel programs for Christian and Jewish leaders from around the world will be organized and stimulated by the Center in cooperation with the Government of Israel and other religious organizations. These programs conducted with the participation of all faith groups, will contribute to a mutual appreciation of the religious significance and ideological stance of the respective faith groups. The programs will be geared for various groupings -- clergy, lay leaders, youth.

For a number of years the Hebrew Union College has successfully conducted its Summer Institute on Near East Civilization for faculty of Christian theological schools. A program sponsored jointly by Duke University, the College and the Commission on Interfaith Activities will be held in the summer of 1973.

J. Publications Program

There is an essential need for publications in Israel reflecting the spirit of the Reform Movement -- an attempt to relate Jewish values to the contemporary life situation. Translations into Hebrew of major works reflecting the Progressive Jewish spirit will be published. There is also a need for publications from Israel which will present Jewish life in Israel and around the world from the perspective of Reform Judaism. It is contemplated that a newsletter will be published regularly, also that outstanding papers and proceedings of conferences, selected articles and occasional papers on subjects of concern to our Movement will be published and given world-wide distribution.

K. Cultural Center

In Jerusalem, there is frequently little to do in the evening. It is contemplated that an evening coffee house will be established in the Center complex to serve the needs for intellectual and cultural stimulation. There will also be occasional lectures and discussions for the Israeli public.

CURRENT USE OF PHYSICAL FACILITIES

Presently, the office of director of youth activities is housed in a two-room apartment in the Feinstein Building. By July 1, 1973, two other two-room apartments will house the offices of the Director of the World Union and the Israel Commission, and the offices of the Director for Development and Planning. It is contemplated that at least for the next year, these offices will suffice.

PROJECTED PHYSICAL REQUIREMENTS FOR THE UNION - WORLD UNION

1. Synagogue-Auditorium

There is need for a worship facility under the auspices of the World Union for High Holy Day, Sabbath, Festival Services and special occasions. Eventually the sanctuary may house a congregation, although for the present it is contemplated that it will serve as a central synagogue, a model for Reform Jewish worship around the world. The synagogue should accommodate 500 persons and be expandable to 800.

The same facility should serve as an auditorium with multi-purpose facilities to accommodate lectures, artistic performances and multi-media presentations. Adequate storage space should be provided.

2. Reception-Lobby Area

The reception-lobby area will serve a multi-purpose function. It should be large enough to receive, welcome and brief large groups of tourists. Lounge facilities should be provided, including ample rest rooms and place for light refreshment. Off the main area there should be an office where tourists can receive information, guidance and assistance. There should be a permanent museum, display area.

The reception-lobby area should also serve as a facility for serving up to 200 persons at a sit-down meal. The kitchen facilities should be modest, on the assumption that for larger groups the meals will be catered.

3. Conference-Seminar Rooms

There is need for approximately 5 conference-seminar rooms of varying sizes. One room should be permanently designated as a Board room and should be furnished accordingly.

4. Library-Study Area

In addition to the academic library of the College, there is need for a popular multi-lingual library for persons who will be on the various study missions, for the general Israeli public, and for tourists. There should also be space for a complete display of publications of the Reform Movement around the world.

5. Museum Area

The museum should feature archeological collections as well as Jewish religious art through the ages, including contemporary Israeli art and Jewish art from around the world.

6. Youth Lounge

There should be a separate lounge for young people. Space should be provided for game facilities and light refreshments (self-served). This area will also serve as the place for an evening coffee house.

7. Informal Outdoor Garden Court

There should be an outdoor park-like area for relaxation and contemplation.

8. Offices

The projected program will require office space for the following:

- a. Director of the World Union and Israel Commission
- b. Director of UAHC Youth Activities
- c. Director of Programs
- d. Director of Publications and Public Relations
- e. Special Consultant for Development and Planning
- f. Director of Tours and Study Missions
- g. Business Manager

In addition there shall be offices for:

- h. The Central Conference of American Rabbis
- i. A multi-purpose office to be available for use by visiting leadership of the Movement.

Provisions should be made for 11 secretaries as well as for work space, filing and storage area.

The above needs for physical space will be coordinated with the College needs and wherever feasible, joint facilities will be planned.

MOVEMENT FOR PROGRESSIVE JUDAISM IN ISRAEL

Herbert A. Friedman

The values and ideals which motivate the people of Israel in the land of Israel to struggle so fiercely for freedom and independence are drawn from the deep source-springs of national memory. This memory recalls all events, from ancient Exodus to modern Holocaust; passes them through the filter of analysis; and emerges with the renewed conviction that conditions of national sovereignty provide the best and probably the only ultimate guarantee for survival with continued creativity.

The factors of nationalism, national pride, national defense, selfless willingness on every man's part to give his years to national service, have all led to Israel's present military skill and capacity whose constant ingenuity continues to amaze the world. The Jewish people in Israel today is a nation of fighters, skillful, sacrificial, imbued with the absolute knowledge that no one battle may be lost, for that one might be the last.

Having thus come in a short quarter century from a condition of near-death following the Hitler blood-letting to its present vigorous life and strength through the natural development of strong feelings of nationalism, Israel might look at itself and ask whether, during this period of intensified military spirit with its possibly chauvinistic tendencies, she has turned into some Spartan-like armed camp, throttling all other aspects of her development.

Happily and obviously this has not happened, for the nation has steadily achieved increasing success in most other spheres of deepest concern. continuous immigration; broadening of educational opportunities; growth of universities; slow but steady amelioration of social conditions; rising health standards; industrial expansion; rising exports; widening sea and air links around the globe. Israel is certainly no Sparta - but rather a nation which has learned to fight very well in order to stay alive, in order to achieve all the great goals which make the fighting worthwhile in the first instance. Because of her ability in arms she may someday be freed of the necessity of using them. In the meantime, she is not waiting, but surges forward with continuous constructive growth in all fields.

Within such a framework, which may well be the hallmark of Israel's condition for yet another quarter century, since the Arab neighbors seem to be paralysed in the frozen position of the 1967 Khartoum Declaration, it is quite fitting to look somewhat more deeply into the quality of life and society which is developing in Israel. For in the long run that will be the true criterion for judgement: what kind of independent Jewish state will we have created? There were always those who placed the quantitative before the qualitative, and they were correct, for it is logical first to worry about the essential fact of being, before worrying further about well-being. But by now the quantitative seems to be reasonably assured. As a result of the very high level of taxation, enough planes can be bought. As a result of massive injections of Jewish contributions and loans, enough houses can be built to absorb immigrants and create jobs.

The qualitative is not in such a well-defined condition. Rabbi Richar Hirsch, the Executive Director of the World Union for Progressive Judaism, phrased the key question very aptly:

"What will be the quality of Jewish life in Israel? Will Israel succumb to the pressures of being 'a nation like all other nations,' or will it be propelled by the classic vision of serving as a 'nation for all other nations,' a 'light to the peoples of the world?'"

Some people in Israel today are beginning to express fears, doubts and questions on such basic subjects as ethics and morals. Others are raising questions about the most essential fact of our existence: we are good Israelis, but what kind of Jews are we? In almost every circle of young parents the statement and question can be heard: I am not religious but still I want my children to know about their Judaic heritage; how can I do this?

The public school system teaches the Bible to the child throughout many years of his education and does it quite well. The observance of Jewish holidays is natural, automatic and pervades the entire atmosphere of the country. Let there be no misunderstanding - a visitor from Mars would immediately know that Israel was a Jewish country. But good religious education is lacking, and the yearning for religious education

in a liberal form is particularly widespread. It can be felt throughout the kibbutzim as well as in the cities. Responding to this need by creating the necessary institutions will provide a new vehicle in Israel for developing self identification as Jews, and will assist in the search for the higher meaning of life itself. The young, modern, typically proud, strong, nationalistic, sometimes aggressively chauvinistic Israeli, is sure of himself in all the above characteristics - but is unsure of himself in his inner Jewish soul and feels that something is missing in the manner in which he is acting out the religious side of his personality.

This type of religious insecurity obviously does not apply to that segment of the population for whom the orthodox approach is satisfactory. They live within the framework of Halacha, rejoicing in its decisiveness, deriving spiritual joy from the observance of mitzvot. And for those who do find this meaning, there is even the additional security that their point of view is protected by a series of political parties enjoying official government status.

But the great majority of the population has rebelled against this as is well known. For long decades the rebellion was total - militaristic atheism was the defiant answer of those who refused to conform to rigid orthodoxy. For at least two generations this rejection of religion prevailed. Anti-religious sentiment was a feature of Israeli life which always confused visitors from the Diaspora. But the fact was that in Israel a person was either completely religious or vigorously anti. There was nothing in-between.

Today there is a felt need for an alternative. This is a healthy sign, an indication that mere stubborn rejection of orthodoxy is sterile, and supplies no answers. If people begin to feel that it is not enough simply to ignore an unpalatable religious system, but that some other form must be created within which they can seek answers, then the rigidly atheistic position will gradually wither and be replaced by an open willingness to listen. The moment therefore has come to offer new answers, so that at least the process of reconstruction can begin.

The great poet-philosopher, professor, Abraham Heschel, himself an orthodox Jew, expressed this very clearly shortly before his death:

"The discovery I made in Israel was that, preoccupied as the people are with political and economic problems, there is a great searching and groping for a way of returning

to God, and the official representatives are unable to deal with it. They are concerned with the problems of dietary laws in the kitchen rather than with the questions of the mind and the longings of the heart."

In this spirit, and with no intention of entering into any confrontation with the official religious establishment, but rather with the intention of expanding the movement of Progressive Judaism, which already has some roots in Israel, into a fuller program, spreading its message, and offering its alternative to wider circles of people, it has been decided by the combined bodies of the Reform Movement in the United States, and the World Union for Progressive Judaism, to enter into a program expansion with a fund raising campaign designed to achieve it. The headquarters of the World Union, once located in London, and more recently in New York, will now be moved to Jerusalem. The Executive Director of the World Union, Rabbi Richard Hirsch, will move from Washington to Jerusalem, to direct and supervise the movement in Israel, as well as world wide.

I shall serve as Director of Planning and Development for the movement, with responsibility for concepts and plans, as well as raising the funds for their implementation. I have synthesised a very broad master plan, as a result of many internal consultations, which will serve as the basis for development in stages. The plan has two major objectives, which will constantly interact and work in tandem: one is to build a liberal religious movement inside Israel; and the second is to bring the liberal religious movements of the U.S. (and the rest of the Western world, insofar as possible) into close, deep and permanent relationship with Israel. The plan is presented on two accompanying diagrams, one of which describes programs to be carried out, and the other which describes facilities required.

There are essentially four stages of development:

- I - WORLD EDUCATIONAL CENTER IN JERUSALEM
- II - YOUTH PROGRAM AND KIBBUTZ OR MOSHAV SHITUFI
- III - SEVERAL LOCAL SYNAGOGUE CENTERS AND ONE IDEOLOGICAL CENTE
- IV - HIGH SCHOOLS AND BOARDING SCHOOLS

I) The first and major project is the development in Jerusalem, on the 12 dunam plot adjacent to the present buildings of the Hebrew Union College - Jewish Institute of Religion, of a complex of structures to house a series of activities. It is not possible at this moment, because the architectural design is still in the early planning stage, to speak of exactly which buildings will contain exactly which facilities. The total complex will comprise:

- a) A large expansion of the HUC-JIR, for rabbinical and graduate students, with all the necessary classrooms, faculty rooms, seminar rooms, lounges and possible dormitories, office space, archeology work space, archives and library.
- b) Office space for all the administrative needs of the World Union, the American Union, the Israeli movement, the CCAR.
- c) Some sort of tourist reception - lobby area for audio-visual presentations.
- d) Museum and open display space.
- e) Synagogue-auditorium.
- f) Outdoor seating area - cafe.

II) The second project encompasses:

A - Youth program with various facilities:

- a) Rural campus for many uses, such as six month Ulpan; six week youth group leadership training; 3 year agricultural high school; nature study.
- b) Tent cities, throughout the entire country.
- c) Dormitory space in many kibbutzim.

B - Moshav Shitufi or Kibbutz, according to regular Israeli standard, with combination of agriculture and industry.

III) The third project encompasses:

- a) Synagogue-centers in many locations, of which three are ready to be launched, in Tel Aviv, Ramat Gan and Haifa; and several others hold good potential.
- b) One major ideological center for the intellectual input and output required, similar in concept to Bet Berl, and to the Center for Democratic Studies in Santa Barbara.

IV) The fourth project encompasses:

- a) High Schools such as the Leo Baeck Comprehensive School in Haifa.
- b) Boarding School, such as Carmel College in England.

These projects will roll in waves, not necessarily in strict order, and the above sequence is intended mainly for rough guide lines, except for the first, which is obviously the main priority. Nor is the above list closed and final, for undoubtedly additional ideas will occur. What is written here is simply the thinking to date.

CAMPAIGN METHODOLOGY

1. No announcement of money goals - for none can honestly be set. For example, it is the intention to solicit endowment funds for maintenance parallel with soliciting capital funds for construction. We desire the whole program to be self sustaining in perpetuity. It is almost impossible to know, a priori, what the maintenance costs will be of a particular institution, only as we go along will we get a better idea.
2. No publicity - for none is required in a campaign which has no public functions, speakers, dinners etc.
3. No Lay Leader structures - for the formation of cabinets or committees might tend to draw manpower away from the central campaign. At most a very small number of lay leader solicitors may be mobilized, from time to time.
4. Individual solicitations - with clearance of every name by the UJA, both national and New York City, as well as by the local federation executive director.
5. No timing conflicts - for care will be taken not even to ask for clearance of names during campaign peaks.
6. Large gifts only - with no mass campaigning of any sort.
7. No announcement of gifts secured - unless a donor absolutely demands for some reason, and then careful consultation will be held with UJA and community to see how to handle an announcement.

APPENDIX B

HEBREW UNION COLLEGE - JEWISH INSTITUTE OF RELIGION

At 13 King David Street in Jerusalem, overlooking the Old City and its walls, stands a complex of buildings comprising the Jerusalem School of the Hebrew Union College-Jewish Institute of Religion. The vicinity also includes the French Consulate, the Pontifical Biblical Institute, the YMCA, and the King David Hotel.

In 1963, ten years ago, the Hebrew Union College/Biblical and Archaeological School, as it was then known, opened its doors for the express purpose of establishing in Jerusalem an academic center which would solidify the historical, cultural and intellectual ties between Israel and American Jewry. The opening of the Jerusalem School brought to reality a dream long cherished by the late Nelson Glueck, President of the Hebrew Union College-Jewish Institute of Religion (1947-1971). An eminent scholar and orientalist, Dr. Glueck recognized the need for an American-sponsored archaeological research center in Jerusalem. Of equal importance, he felt then, Reform Judaism had to have an academic center in Israel -- including a chapel for worship within the modes of its own liberal tradition.

In the first days of June, 1967, at a time when Israel was in deadly peril, the Board of Governors of the College-Institute met in Cincinnati, Ohio. In a dramatic declaration of faith in Israel and her future, the Board voted unanimously to enlarge the Jerusalem School's physical facilities. Utilizing a gift from the late Mrs. Myer Feinstein of Philadelphia, the Board authorized the building of the new Residence Hall which was opened to scholars and students in October, 1970.

For a considerable number of years, the Jerusalem School of Hebrew Union College has functioned as a post-graduate research center serving American universities, seminaries and museums. It has provided the resources for scholarly exchange in the fields of Bible, Biblical and post-Biblical Archaeology, and cognate fields. A series of significant archaeological explorations conducted at Tel Gezer are now in their tenth year. The Institute on Near Eastern Civilizations, with participants from the Consortium of the Hebrew Union College Biblical and Archaeological School of Jerusalem, Israel, was organized and is continuing its summer program.

In 1970, the Faculty and Administration of the College-Institute, reviewed the curriculum of the Rabbinic Studies Program, and decided that it needed the added component of at least one year of study in Israel. The exposure to Israel, her life style and language would provide a learning experience of unique character for the future spiritual leaders of Reform Judaism. As a result, the School of Jewish Studies at the Jerusalem campus was opened to enable rabbinic students to spend the required First Year of their studies in Israel.

Mrs. Golda Meir, the Prime Minister of Israel, in a letter to Dr. Alfred Gottschalk, called the Year-in-Israel Program of the College-Institute an "Imaginative innovation to forge more strongly

the links between Israel and American Jewry together with our own youth." She said, "The students of the College will learn the great secret of our being one people wherever we may be."

The Jerusalem School, in addition to its fine academic offerings in Archaeology and Jewish Studies, has several other important dimensions. It functions as a center for rabbinic alumni and for third and fourth year rabbinic students desiring to do advanced research and study in Israel. The Nelson Glueck School of Biblical Archaeology conducts a joint lecture series with the Albright Institute and holds special exhibitions at the Rockefeller Museum; students and scholars meet with Israelis for the creative exchange of ideas at the Jerusalem campus. Extensive public forums and Friday evening lecture series in English are offered during the tourist season. A Hebrew lecture series, held during the winter months, is oriented towards Israelis who are interested in developing a vital contemporary religious and cultural philosophy of Judaism.

STUDENT ENROLLMENT

As of October 1, 1972, we have a total of 61 students, 52 of them enrolled in the Rabbinic Program leading to Ordination. Among these are an American woman and two Israelis. There are also nine special students. Similar statistics are likely for the next several years with respect to the registration for the rabbinic program, but some 10 students working on their Masters Degrees in the field of Jewish Education and Judaic studies and between 5 and 10 in the field of Jewish Communal Service will probably be added. There is also a possibility that advanced students of the School of Sacred Music as well as those in our graduate schools working on their Doctoral Degrees will opt to spend a year or more in Israel -- depending, of course, upon the character of their studies. Rounding out the figures and taking into consideration that many of the wives of our students also study at the School, we can anticipate within the next 3 years a student body of 125 and within the next 5 years a student body of approximately 150 graduate students.

FACULTY

The School presently has on its faculty in the department of Judaic Studies a Director, an assistant to the Director for non-academic affairs, a full-time professor of Hebrew, and 8 part-time Hebrew instructors. In addition, when circumstances and personnel allow, the faculty has been augmented by a visiting professor, usually on sabbatical leave, from one of our American campuses.

It is contemplated that within the near future Dr. Spicehandler, who is presently the Director of Jewish Studies, will be made the Dean of the Jerusalem School and that he will require an assistant dean for academic affairs who will also teach and who will relieve him of some of his administrative responsibilities. Because of the great riches of the Hebrew University in the field of Judaica, additional part-time professors on a contractual basis can be engaged as needed. The availability of the Hebrew University's academic programs in the field of Judaica will also make it possible in the light of present agreements to complement our teaching offerings with courses in Judaica available at the University.

The Nelson Glueck School of Biblical Archaeology enjoys the leadership of a director who is in charge of all archaeological research, excavations and instruction, personnel and students as well as the publication program of the School. An excavation such as that conducted at Gezer originally undertaken with the help of funds from the Smithsonian Institution, has had, in addition, a regular summer staff which has numbered between 30 to 40 people, most of whom are educators and/or graduate students from Consortium Schools and other colleges and universities in the United States. In addition to the Archaeological Director, the local staff has consisted of the superintendent of buildings, one member of the maintenance staff, and occasional members of the publication staff. Volunteers have exceeded the number of 100 each summer. The volunteers are supplemented by field laborers who are recruited from the local Bedouins on a seasonal basis.

The Summer Institute on Near Eastern Civilizations is conducted by the executive Dean of the New York School and enjoys the support of the Jerusalem School's Administrative Staff.

GEZER

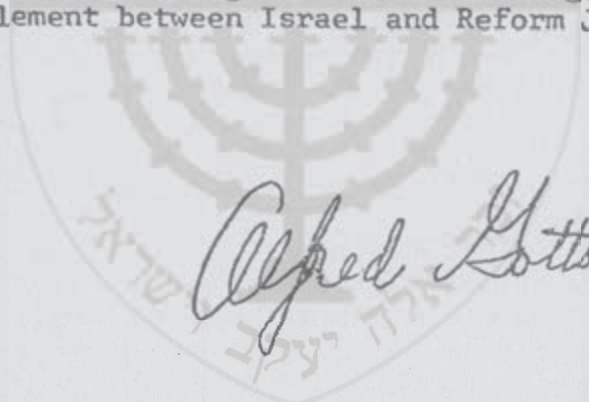
With the anticipated closing of the Gezer project, a new archaeological undertaking needs to be devised for the academic year 1974-75. At present, thought is being given to the development of new projects. It is recommended that the archaeological research programs be formalized and that a diploma be awarded for one year's work or an M.A. degree for two years' work in the field of Biblical Archaeology. Staff needed for such a program would include the Archaeological Director, an administrative assistant, and two senior Archaeological fellows or adjunct professors. The latter several candidates are available at the Hebrew University or through the Albright Institute or comparable institutions in Israel. A student group of 10 to 15 maximum of pre-Doctoral standing would be manageable with the above staff.

The post-doctoral or advanced doctoral candidates who would serve as senior fellows would serve as office staff. The above outline for such a program presupposes a) on-going excavation works, b) a publications operation and c) some post-doctoral research.

FUTURE
DEVELOPMENTS

While at present the Jerusalem School is a bona fide academic center, we offer only graduate degree programs. It has become increasingly evident that an undergraduate department must also be established. Such a program offered under the auspices of the Reform Movement in Israel would enable increasing numbers of young people to receive an in-depth Judaic education and indoctrination. They would return home immeasurably enriched and more fully committed Reform Jews. Our future plans must also include training for our Directors of Union Camps, teachers in our Religious Schools, Youth Group leaders, music and choir directors, and communal workers with specially fashioned programs leading to increased professional competence and commitment.

It is my hope that these essential programs will be added to the present Jerusalem School making it truly a pulsating center of higher Jewish learning; a vital connective element between Israel and Reform Judaism.



Alfred Gottschalk

Current Use of Building Facilities

The present campus of the Hebrew Union College includes the main building, which is a multi-purpose structure, a gatehouse, used as offices for the archaeological staff, and the Residence Hall which includes a lounge, amphitheatre, and apartments. The lounge and amphitheatre are used by our students, and the apartments are rented to graduate scholars and rabbis.

Gatehouse:

For the last three years the gatehouse has been turned over to the archaeological department for its publication staff. Five persons use the space regularly and they are involved with the preparation for publication of Gezer materials, drafting, artography, artifact processing. (22 square metres)

Main Building:

Basement: The basement contains 1) a lounge which is used as an entrance to the synagogue on Saturday mornings and as a classroom during the week. (69.58 square metres).

2) A darkroom (below the synagogue) is used as a photography studio and laboratory by the archaeological department. (14 square metres)

3) Technical workshop, used for pottery reformation and technical workspace, also containing a pottery study collection and storage area. (30 square metres)

4) Additional archaeological storage area to the rear of the boiler room used for the storage of working materials from the Gezer dig. (14 square metres)

5) The basement containing:

storage facilities	(35.10 square metres)
boiler room	(51.20 square metres)

First Floor:

1) Synagogue - which seats 188 people. Services are held every Saturday morning, during the High Holy Days in the morning and evening, and on the mornings of Jewish festivals. The synagogue serves also as a large lecture hall, as a meeting hall for our student body, and for official functions of the school. This facility is not equipped for large lectures, conventions or organizational meetings and does not contain audio-visual facilities.

2) Executive offices on the first floor consist of one large office, (20.72 square metres) one intermediate, (15.16 square metres) and a small inter-office room (13.07 square metres). At present the large office is used by our executive secretary, Mrs. Esther Lee, and our registrar, Miss Hilda Friedman. The smaller office is used three days a week by our bookkeeper. The inner room serves as an office for our custodian.

3) Immediately behind the offices is a large lecture room (100.89 square metres) which can be partitioned into three parts by use of sliding walls. Our experience has shown that this large room affords a good sized reception area when used as a whole but cannot accommodate more than one class because it is not sound-proof and probably cannot be made sound-proof. During the last two years, because of increased office equipment, part of that room was converted to an office machine room, containing our copying machines and sundry office supplies. The remainder of the area is being utilized as a classroom. On special occasions we sometimes remove the office machines to enable us to use the larger area. This need has become diminished now that we have the lounge in the Residence Hall.

4) In the rear of the first floor is a modern kitchen facility (20.90 square metres) adequate to prepare meals for approximately 15 people. When the dormitory on the second floor was occupied it was used in the main to serve breakfast to the residents of the building. Now that the dormitory rooms are used as classrooms, the kitchen is used for special student affairs (approximately five to seven times a year), during the Summer Institute, when the classrooms are re-converted to dormitory rooms, and for the making of coffee for our staff.

Second Floor:

1) The Olin-Sang Library presently contains 9,000 volumes and is rapidly becoming filled. At our present acquisition rate it will be inadequate within two years. (173.72 square metres). It is staffed by Curtis Arnson, a part-time employee.

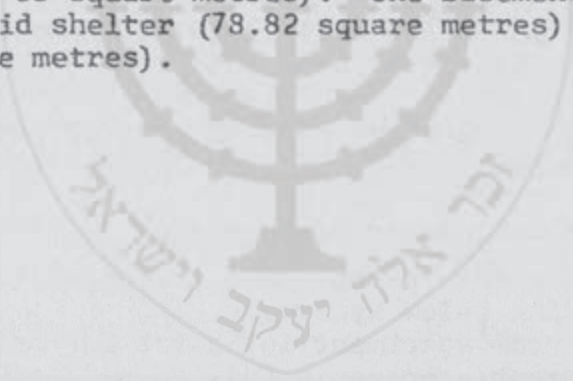
2) Academic Offices: The second floor contains two apartments which have been converted into offices (each 48.13 square metres). The first apartment, consisting of two rooms, bathroom and kitchen facility, is now used in the following manner: The large room is the office of the Archaeological Director, his Research Assistant, and his secretary. The smaller rear room is used as an office and study for our visiting Professor from Cincinnati. The kitchen facilities have been removed and reinstalled in the new apartment building. The small kitchen area is now used for storage of publication volumes. Separate shower and bath facilities are also available, though seldom used. In the second apartment, the smaller room is used

as the office of the Director of Jewish Studies. The larger room is used as the office of his assistant and his Hebrew secretary. Again, the kitchen facilities have been removed, as above.

3) The rear part of the second story originally contained six dormitory rooms (each 15.07 square metres). These have been converted into classrooms which are satisfactory but not particularly comfortable.

Residence Hall:

On the first floor are three two-room apartments (Flat No. 1, 46.51 square metres; Flat No. 2, 46.95 square metres; and Flat No. 3, 46.39 square metres) and one three room apartment (66.90 square metres). The second floor houses the President's apartment (318.84 square metres). It also contains a guest wing which unfortunately cannot be locked off from the main large apartment. The apartments on the first floor are all occupied, two of them are rented to rabbis or scholars and one is rented to a first year student and his wife. The fourth apartment is used as an office by the NFTY Director. The basement contains a lounge (94.77 square metres), a small inadequate kitchen facility (18.24 square metres), large bathroom areas with showers (together 33 square metres). The basement also contains the regulation air raid shelter (78.82 square metres) and the storage area (22.26 square metres).



Archaeological Program - Present Facilities

A. Space used specifically by the Archaeology Program

1. Director's Office (upstairs main building)
 - Used by Director, Research Assistant, and Secretary.
Also used for miscellaneous publications work.
2. The "Gatehouse"
 - Used by cartographer and architect as working area. Also houses files and archives of archaeological materials and reports.
3. Photographic Laboratory. (below synagogue main building)
 - Used by photographer.
4. Pottery Reconstruction Laboratory (basement lower rear of main building)
 - Used for layout and repair of pottery and for other technical operations.
5. Study collection storage area (adjacent to Pottery Reconstruction Lab in main building)
 - Used to house study pottery and for additional technical work space.
6. Archaeological materials storage:
 - a. Restricted working space in Boiler Room of main building below synagogue.
 - b. Four room apartment in Shufat for main storage.
 - c. Equipment storage in "dig house" at Gezer.

B. Shared facilities (of significant regular use)

1. Library
2. Main large classroom (main building)
3. Administrative offices

Projected Building Needs

1. Library

With the rapidly increasing acquisition of books, our library facilities will be inadequate within a two year period. The process of acquisition will be accelerated in order to accommodate the programs of the World Union and UAHC, the cost of which needs to be pro-rated. In the next decade it should reach 100,000 volumes. This would require an area of 20,000 square feet (1,869.2 square metres) for shelving, cataloging, circulation and reading areas. It is proposed that the present library be converted into administrative space and that the library be included in the new building area.

The library should contain two types of reading facilities:

- a. A general reading room 50-75 positions and
- b. carrel area for research students (15-20 carrels)

Rooms or marked off areas should be provided for:

- a. Record and tape library facility. The language laboratory could serve as a listening area.
- b. Microfilm collection and 3 microfilm readers
- c. Periodical section

The library would also require the following administrative areas:

- a. Librarian's office
- b. Secretarial and cataloguing area
- c. Reproduction area

2. Executive Offices of the College-Institute

- a. President
- b. Dean of Jewish Studies
- c. Assistant to the Dean of Jewish Studies
- d. Administrative Assistants - non-academic affairs
- e. Executive Secretary's Office:
 - i. Executive Secretary
 - ii. Bookkeeper
- f. Registrar
- g. Secretarial Offices:
 - 2 Hebrew Secretaries
 - 2 English Secretaries

- h. Coordinator of Public Relations
- i. Receptionist area
- j. Coordinator of Hebrew Instruction
- k. Director of the Nelson Glueck School of Biblical Archaeology

The library will include an American Jewish archival center.

Synagogue-Auditorium

A synagogue-auditorium and reception center is contemplated. This facility should be able to accommodate 500 people and be equipped as a multi-purpose facility with full audio-visual facilities. It will also require a parking area commensurate with code requirements.

Classrooms

We need 12 classrooms including a language laboratory.

Presently we use the six converted dormitory rooms, the basement of the synagogue, and the lecture hall. We propose that these areas not be used for classrooms and that the dormitory rooms be re-converted to their original use, e.g., for use by scholars in residence, graduate fellows. The synagogue lounge should never have been used as a classroom. The lecture hall is not particularly practical as a teaching facility.

Faculty Studies

Without taking into account expansion plans of the World Union and UAHC, we would need the following facilities for the academic staff:

- 1) A study for the Dean of Jewish Studies
- 2) A study for the Archaeological Director
- 3) A study for the Director of the Language Program
- 4) Six additional studies for faculty members

Lounges

- a. Faculty Lounge
- b. Employees' coffee room

VERY TENTATIVE ESTIMATE OF EXPENSES

Annual

New York Side

Range

Administrative Assistant		20,000	- 25,000
His fringe benefits - approx. 15% of pay		3,000	4,000
Secretary		6,000	7,000
Telephone		5,000	6,000 0
Travel: average fare of one trip	3150		
average daily cost- hotel,			
meals, taxis, etc.	100		
per trip	250		
30-40 trips per year		7,500	10,000
Reserve for unanticipated expenses		3,500	5,000
		<u>44,000</u>	<u>57,000</u>
		45,000	

Israel Side

Secretary		3,000	4,000
Telephone		12,000	24,000
Car expenses		2,000	3,000
Guest-connected: travel, meal, entertainment		5,000	10,000
Travel to U.S. - 4-5 trips per year		6,000	8,000
Travel in U.S. - see above calculation -			
40-60 days per year @ \$250		10,000	15,000
Reserve for unanticipated expenses		4,000	5,000
		<u>42,000</u>	<u>69,000</u>
		86,000	126,000
		<u>87,000</u>	

AMERICAN JEWISH
ARCHIVES

TOTALS

ONE-TIME EXPENSES

- | | |
|--|-------------------------|
| 1. Setting up office - furniture, construction, etc. | \$5,000 |
| 2. Car | 7,500 10,000 |
| 3. Brochure | unknown |

cc Matt Ross
5/1/73
J. Dwork
4/21/73

March 16, 1973

Rabbi Alexander M. Schindler

Ruth A. Buchbinder

HUC-JIR JERUSALEM MEETINGS NEW RELEASES

I'm returning these paper for the REFORM JUDAISM presentation.
I'd appreciate your keeping these in your files in case further
questions are to be raised.

Many thanks.



March 22, 1973

Rabbi Hugo Gryn
The Western Synagogue
33 Seymour Place
London, W.1.
ENGLAND

Dear Hugo:

As a result of the visitors who have passed through London recently, for the World Union meeting, I am sure you are fully conversant with the decision made here in Jerusalem that I would go ahead with the project of trying to raise the funds for the development of the Reform Movement in Israel. The first and largest project in the whole process will be the World Center in Jerusalem.

You will recall, when we spoke in February, I said I would be happy to come through London for one day on my next trip to the United States, in order to do two things: to describe the project in depth to the Liberal and Reform rabbis in England, and to obtain from them a very short list of potential contributors.

I would now like to propose that such a meeting be held on Wednesday, May 9th. I will have arrived in London the evening before, so we can meet any time on the 9th. I think we would need, at most, two or three hours, during which I can explain all the details.

The meeting will have real value if the men will bring to it their suggestions of people to be canvassed personally at some future date. We have time to decide who should do the canvassing, how appointments can be made, what the approach should be to specific individuals, and other such technical details. Right now the main task is to see if a list of names can be assembled which is worth the bother.

...../

Rabbi Hugo Gryn

March 22, 1973

Page 2

Criteria for inclusion on the list should be two-fold: financial ability (minimum gift we should be looking for is £50,000), and a genuine interest in both Liberal Judaism and Israel. Employing these criteria, if each rabbi were to go through his own membership list and bring with him the few names he feels are worth proposing, I would feel happy if we could end up with a list of even 100 prospects.

The job of explaining all this to the men is yours, dear Hugo, and I thank you in advance for undertaking it. Let me know if the meeting on that day is feasible. Should it not be, I would then go from Israel straight to New York.

Looking forward to hearing from you, I am,

As ever,

Herbert A. Friedman

cc: Rabbi Alexander Schindler
Dr. Alfred Gottschalk
Rabbi Richard Hirsch

MAG
HKG
[Signature]



United Jewish Appeal

Copy to
HKG.
Dick Hest

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TEL. (212) 757-1500, TELEX: UJAPPEAL 62911

46 KING GEORGE STREET
JERUSALEM 94269, ISRAEL
TEL. (02) 60487, 222340
TELEX: 2381 UJA IL

2 FEB 73

HERBERT A. FRIEDMAN
EXECUTIVE VICE-CHAIRMAN
MATTHEW H. SIMON
DIRECTOR OF SPECIAL SERVICES

Dear Ted -

Just received your letter - hasten to reply by hand - because am leaving for London, and don't want reply to wait until return.

I certainly understand your position, and, of course, agree with it. If the lawyers for the College Institute and Union undertake the responsibility to make the decision that's fine. I was simply indicating that this was one important matter to be taken in hand in the U.S. and not left to drift. I would need a clear answer for the first contributor I could obtain.

As for any other problem areas I'm sure we can resolve them satisfactorily when we are all together later this month in Jerusalem.

On the personal side, when I told Finance Minister Sapir my plans, he asked me the names of the lay leaders involved. Upon hearing your name, he reacted very favorably and said he has known you for twenty years. Are you that old?

Sincerely,

Herb

cc: Alfred Gottschalk
Alex Schindler

January 2, 1972

Mr. Harry Vise
4337 Beekman Drive
Nashville, Tennessee 37215

Dear Mr. Vise:

I was delighted to learn of your most generous pledge to our Jerusalem Educational Center in memory of your beloved father. It is especially gratifying to know that one of the important facilities of the Center will bear the name, "The Rabbi Alfred Vise Heritage Hall;" it is a most fitting and meaningful tribute to a devoted and cherished colleague's memory.

All of us of the Reform Movement are deeply grateful to you and your family for your tangible display of support for the Jerusalem Center and for the programs which will emanate from this new endeavor.

With every good wish and kindest greetings, I am

Sincerely,

Alexander M. Schindler
President-Elect

HEBREW UNION COLLEGE - JEWISH INSTITUTE OF RELIGION
CLIFTON AVENUE, CINCINNATI, OHIO 45220

December 21, 1972

Mr. Harry Vise
4337 Beckman Drive
Nashville, Tennessee 37215

Dear Harry:

In New York yesterday I heard the great news that you had pledged yourself to a \$200,000 capital gift to our Jerusalem Educational Center in memory of your illustrious father Rabbi Alfred Vise. I am so delighted that our conversations bore fruit and that you have seen fit to memorialize your father in such an exemplary way.

Your enthusiastic support of this joint venture between the College and the World Union for Progressive Judaism will redound to the benefit of our entire people. May God bless you and Doris for the vision you have shown.

I would be most pleased to have a written communication from you stating for the records the terms of your gift.

With thanks and in appreciation

Sincerely yours,

Alfred Gottschalk

AG:ec

cc: Judge Theodore Tannenwald, Jr.
Rabbi Randall Falk

bc: Rabbi Alexander Schindler

December 27, 1972

Edith J. Miller

Joshua M. Dwork

Rabbi Richard G. Hirsch

We received a telephone call yesterday indicating that a request has come from Israel for a second payment on the Jerusalem property in the amount of \$80,000. The UAHC is to remit \$40,476.19.

I spoke with Rabbi Schindler and he indicated that the \$40,476.19 should be taken from the Kivie Kaplan gift and payment should be made at the earliest.



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AUSTRALIA	GUATEMALA	PANAMA
BELGIUM	INDIA	SOUTH AFRICA
BRAZIL	IRELAND	SOUTHERN RHODESIA
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FRANCE		WEST GERMANY

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(1926-1938)

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Germany, Great Britain

(1938-1953)

The Hon. Lily H. Montagu

Great Britain

(1954-1959)

Rabbi Dr. Solomon B. Freehof

U.S.A.

(1959-1964)

Rabbi Dr. Jacob K. Shankman

U.S.A.

(1964-1970)

December 11, 1972

(dictated 12-7-72)

Dean Paul Steinberg
Hebrew Union College
40 West 68 Street
New York, New York 10023

Dear Paul:

Enclosed is a draft of the agreements we reached at the meeting on December 5th, as well as a draft of proposals for capital facilities and program endowment.

Please let me have your approval and/or changes. Also, please fill in all the material for the College on endowments.

Sincerely,

Richard G. Hirsch

RGH/cf

Richard G. Hirsch

P.S. I dictated this letter last week, but my secretary did not finish typing it until today. Therefore, because of inadequate time, I am sending it to Fritz and Fred, as well as to Maurice and Alex. Please feel free to make any corrections as originally scheduled.

CC: Fritz Bamberger
Maurice N. Eisendrath
Alfred Gottschalk
Alexander Schindler

WASHINGTON ADDRESS:

Rabbi Richard G. Hirsch
Executive Director
2021 Massachusetts Ave. N.W.
Washington, D.C. 20036
(202) 387-2800

SUMMARY OF MEETING

December 5, 1972

Attendance:

Fritz Bamberger
Maurice N. Eisendrath
Alfred Gottschalk
Richard G. Hirsch
Alex Schindler
Paul Steinberg

The above met for the purpose of agreeing upon the framework within which Herbert Friedman would be engaged to raise capital funds for the joint Jerusalem project of the HUC-JIR and the UAHC. Major policy questions were resolved as follows:

- 1 - The name of the campaign will be tentatively called -- the Israel Educational Center for Progressive Judaism -- or perhaps the Israel Educational Center, with a subtitle indicating Progressive Judaism.
- 2 - The total amount of the capital campaign would be \$10,000,000, to be divided as follows:
 - a - \$5,000,000 for physical plant. Twenty percent of all funds raised will be set aside to be invested as a joint endowment fund, the proceeds of which will be used for maintenance of physical facilities. (The capital gifts will be set at a level to reflect this.)
 - b - \$5,000,000 for program endowment. The funds raised (to be divided equally between the two institutions) will be invested in one of two ways:
 - (1) two separate endowment funds administered separately by the UAHC and the HUC, or
 - (2) to be invested and administered jointly and the proceeds to be shared equally by the two institutions.
- 3 - The campaign will be two years in duration.
- 4 - A special high level fund raising committee or cabinet will be established, in consultation with Herbert Friedman.
- 5 - The campaign for the Jerusalem Project will have priority for a two-year period. There will be no other announced public campaign by either institution until the two-year period is over and any other fund raising is to be conducted on a strictly private, one-to-one basis. In order to assure no interference with the Reform Jewish Appeal or any other maintenance campaigns, a floor of \$10,000 will be established for capital gifts to the Jerusalem program.

6 - The budget for this campaign will be determined after consultation with Herbert Friedman.

7 - Office space will be provided in Jerusalem at the Hebrew Union College, if necessary.

8 - For administrative matters relating to expenses of the campaign, contact will be with Josh Dwork of the UAHC and Jack Fink of the HUC.

9 - On campaign policy matters, the contact in the United States will be Alfred Gottschalk and Alexander Schindler, with close collaboration between the two. In Israel the contact on policy matters will be with Richard Hirsch.

Attached is a rough draft of Endowment and Capital Gift Opportunities previously discussed. There will have to be considerable expansion and revision.



WORLD EDUCATIONAL CENTER FOR PROGRESSIVE JUDAISM

Capital Gift Opportunities

The Entire Project	\$5,000,000
Synagogue-Auditorium	1,000,000
The Center Building (Class-conference Rooms, Administration)	1,000,000
Library-Faculty Study	1,000,000
Museum-Art Center	500,000
Outdoor Amphitheatre - Biblical Park Area	500,000
Archaeology & Display Area	500,000
Heritage Hall (Reception-Lobby-Exhibit)	250,000
Class & Conference Rooms (12)	50,000 each
Faculty Lounge	25,000
Faculty Studies	25,000 each
Administrative Offices	25,000 each

WORLD EDUCATIONAL CENTER FOR PROGRESSIVE JUDAISM

Program Endowment Opportunities

Adult Education - for organizing and implementing study missions of adult groups from overseas; to offer adults interested in more than sight-seeing a variety of educationally enriching experiences and programs of study in specific subject areas, such as Bible, archaeology, literature, aspects of modern Israel, etc.

To be designated as the _____ Jewish Heritage Fund.
Proceeds to be used for staff and program.

Youth Education - for programs of six months to one year for non-Israeli Jewish youth. A variety of programs will be offered, such as: work-study programs wherein students live and work on a kibbutz, but study at the Hebrew Union College and/or the Hebrew University for college credit; year-long work-study on a kibbutz; special programs for students desirous of working as professionals within Jewish communities abroad.

To be designated as the _____ Education for Jewish Living Endowment. Proceeds to be used for staff and program.

Israeli Progressive Youth Endowment - for assisting in the development of an Israeli Progressive Youth movement. Two rabbis and five youth leaders are presently engaged on a part-time basis. One rabbi coordinates all the activities out of the World Union office located at the Hebrew Union College in Jerusalem. The other is at Ben Shemen Youth Village. Youth groups are presently functioning in all the major cities and regular country-wide conferences are held. But much more can be accomplished with additional funds for staff and programming, in order for Israeli youth to relate their Jewish heritage to their daily lives.

To be designated as the _____ Israel Youth Fund.

International Conferences, Seminars, and Institutes

In cooperation with major Israeli academic institutions and American and international Jewish organizations, the World Educational Center will convene international conferences of Jewish and general concern. These conferences will explore critically such issues as:

- The Role of Israel in Contemporary Jewish Theology
- Judaism and the State in the State of Israel
- The Relevance of Jewish Law and Tradition on:
 - A) The Waging of War and the Pursuit of Peace
 - B) Changing Attitudes Toward Sex and Family Relations
 - C) Civil Rights and Civil Liberties
- The Kibbutz and Social Experimentation in Israel, and Ramifications for Other Societies.

All programs held will be designated as made possible by the _____ Conference Fund.

Interreligious Study in Israel

Study-travel programs for Christian and Jewish leaders from around the world will be organized and stimulated by the Center in cooperation with the Government of Israel and other religious organizations. These programs, conducted with the participation of all faith groups, will contribute to a mutual appreciation of the religious significance and ideological stance of the respective faith groups. The programs will be geared for various groupings - clergy, lay leaders, youth.

For a number of years the Hebrew Union College has successfully conducted its Summer Institute on Near East Civilization for faculty of Christian theological schools. A program sponsored jointly by Duke University and the Institutions of Reform Judaism will be held the summer of 1973.

Proceeds of the Endowment will place these programs on a sound footing. Funds will be used for staff, program and subsidies of participants.

To be designated as the _____ Endowment for the Study of the Sources of Religion.

Publications

The Center will publish the outstanding papers and proceedings of the above conferences.

Selected articles and occasional papers on subjects of the Center's concern will be published and given wide distribution.

A Newsletter - Judaism Around the World - will be published quarterly.

Translations into Hebrew of major works reflecting the Progressive Jewish spirit will be published.

All the publications made possible by the endowment will bear the imprint of the _____ Publication Fund.

Education for Jewish Professionals

The College, in cooperation with the Hebrew University, will organize study programs for rabbis on sabbatical, and in-training programs for Jewish educators, teachers, communal workers, and other professionals. Many of the latter lack the Jewish background so essential to a profound commitment and understanding of their work. Multi-faceted programs of study in Israel will be offered, with college credit where warranted.

To be designated as the _____ Enrichment of Jewish Life Endowment.

Informal In-Training Education for Israelis

In Israel there is a desperate need for a non-politicized ideological center where Israelis can engage in informal independent study of contemporary Jewish life with special emphasis

on such subjects as Israel-Diaspora relations and the search for traditional Jewish values. The center will offer courses of varying duration and intensity geared to meet the needs of: newspaper writers and journalists, radio-TV commentators and journalists, government civil servants, senior army officers, tour leaders, university faculty, labor leaders, kibbutz leadership, selected high school students, and Israeli "shlichim" and others about to serve abroad.

To be designated as the _____ Israel and World Jewry Institute.

Audio-Visual Center

In Israel, the use of audio-visual techniques in education is not nearly as advanced as in the United States. The Center will have facilities for storing, presenting, and distributing audio-visual materials, especially those with Jewish educational value and content, for use by Israeli educational institutions and the general public.

Audio-visual presentations will be featured in the museum exhibit areas of the World Center. Example: The Story of Judaism from Abraham to the Present; the Development of the Hebrew Language from its Earliest Origins; Sights and Sounds of Jewish Religious Life around the World.

To be designated as the _____ Audio-Visual Center.

Other Programs - to be spelled out by the College

Middle East Language & Area Studies Center

Project Academic Encounter

First-Year in Israel Scholarship Program

American Studies Program

American Jewish Archives



Hebrew Union College-Jewish Institute of Religion

UNDER THE PATRONAGE OF THE UNION OF AMERICAN HEBREW CONGREGATIONS

CINCINNATI
NEW YORK
LOS ANGELES
JERUSALEM, ISRAEL

40 WEST 68 STREET • NEW YORK, N. Y. 10023

Trafalgar 3-0200

Office of the Dean

December 14, 1972

*file
agreements w/ HUC*

Rabbi Richard Hirsch
Religious Action Center
Union of American Hebrew Congregations
2027 Washington Avenue, N.W.
Washington, D.C. 20036

Dear Dick:

I hasten to acknowledge your memorandum of December 11th which I received today.

1. May I note in response to your covering letter that it would be preferable to state that this was a summary of the discussion of the meeting held on December 5th. It is my understanding that much we had discussed requires discussion and action by the Board of the College. Of course, I cannot speak for the Board of the Union or Alex.
2. The points you list under #1, #2, #3, and #4 in your summary of the meeting are correct.
3. Point #5, however, is not as clear as we would like it to be or as it is represented in your summary. Although it was agreed there would be a floor of \$10,000 on contributions, the matter of the other announced public campaigns remained undetermined. I believe that Fred Gottschalk may want to add to this and have some other ideas.
4. Items #6, #7, and #8 are correct.
5. With regard to point #9, the understanding was that all policy matters and decisions will be made by Fred Gottschalk and Alex Schindler. That is as far as the discussion went.

6. May I also suggest that you add to your notes our understanding concerning lay participation. My notes indicate that the following represents the constituency of the lay committee.

Richard Scheuer, Chairman
Gilbert Tilles, Vice Chairman
Isidore Millstone
Alan Shapiro
Two UAHC members

In addition, Morris Bergreen and Matt Ross were to be asked to serve as legal consultants to the project.

7. I am sorry that I will not be here for the meeting with Herb Friedman. It should be an interesting one.

With every good wish and warm personal regards.

Cordially,



Paul M. Steinberg
Dean

PMS:lm

cc: Dr. Fritz Bamberger
Dr. Maurice N. Eisendrath
Dr. Alfred Gottschalk
✓ Rabbi Alexander M. Schindler

19007 Coltfeld Court
Gaithersburg, Md. 20760

December 27, 1972

Dear Rhea & Sley

It's hard to believe that it's been more than nine months since we returned to the Washington area, and more than three years since Jule left Washington Hebrew Congregation to join the staff of the Union of American Hebrew Congregations in New York City. The interstate moves -- with the double packing and unpacking -- have been very taxing in many ways, but they did permit us to divest ourselves of the excess material baggage of the preceding twenty-five years and the experiences and associations of the New York interval enriched our lives enormously. Jule is frequently nostalgic for the UAHC (particularly at the end of a grueling seven day Temple week); he misses his creative colleagues and his participation at the national level in the historic events leading up to the Centennial of the Reform Movement; he wishes he could have the exhilarating daily jaunts across Central Park between the apartment and office we both think fondly of the short walk to Lincoln Center, the weekly visits to the museums, and about the relatives and close friends who became even more precious when we were able to see them frequently.

However, we would be less than honest if we didn't confess that we are revelling in being "back home", in a non-urban environment at the active center of our immediate family, with both of us completely involved in rewarding and comfortable professional endeavors. Our new home--a small three-bedroom townhouse in the "new town" of Montgomery Village, near Gaithersburg, Md.-- is a little further from the center of D.C. than we would have liked. But it is still only 25 or 30 minutes from the Temple office and the exchange of the subway token for the 60 mph commute down I 70S seems fair, particularly during the Fall foliage season. We have two lakes, with boating and fishing, miles and miles of wooded biking and hiking trails (ski touring trails also if it ever snows), swimming, tennis, golf and other community facilities. All we need is the time to enjoy them.

By this time we can say that we have moved in; books are shelved, carpets, drapes and pictures are in place, we are hunting for a suitable piano, Jule's workshop is organized and functioning, and we are in the "project" stage. The first was Nan's light garden -- now fully operational, and we are part way into the completion of the basement rec room. The electrical work is finished and the walls are outlined sufficiently so that we can use it while we complete the paneling and finishing.

As we indicated back a ways, the best part of being in the Washington area has been the fact that the family has been

reunited and our children have seen more of each other and us than at any time in the past five years. We find that we all like the kind of people we have become. Each of us is doing interesting and exciting things and here's a thumbnail sketch:

Reid passed the D.C. Bar a few weeks after he lost Nancy in the June 1971 plane crash. In July he joined McGovern's staff and worked successfully in every major primary. After Miami he was assigned as an area coordinator and trouble shooter in various parts of New York, New England, Pennsylvania and Delaware. Disappointing as the election results were the 16-month grind was a marvelously instructive and enriching experience. He has elected to stay with the political world rather than enter a law firm and he has just been appointed legislative assistant for domestic affairs to Senator Muskie. He starts the first week in January, as soon as he returns with some friends (including his brother Dan) from a scuba-diving hunt for pirate treasure off the coast of Honduras.

Laurie, after graduating from Washington University in St. Louis last June, has been working with "Street 70", Rockville Md.'s community theatre program doing professionally so much that she loves --- sewing costumes, performing, and teaching creative dramatics to children 4 to 18 years old. Laurie is ready for a change though and is now planning a trip abroad. She's awaiting confirmation of final arrangements for a year long Israeli work-study program for graduate students from 40 countries. She'll start out in Arad in mid-January, care of the World Union of Jewish Students (WUJS). Since she wants to travel some in Europe after the program is completed, we are steeling ourselves for a long separation. It is just the excuse we needed for another trip to Israel next winter. We are still revelling in the memories of our 70-71 journey.

Dan has been plugging away at the University of Maryland and has just completed his first semester of his Junior year. He is a Psychology Major though he is still keeping his career options open. This past year he played soccer with a semi-pro Bavarian team. He lives in a very friendly off-campus house with a Greek couple and is pleased that the thirty mile drive to raid our refrigerator is 200 miles shorter than it was last year. He promises to bring us back a doubloon or two from his Honduran vacation.

Nan feels right at home again as a Maryland teacher. Her assignment as Reading Specialist in two nearby Montgomery County Schools has interest, variety, and challenge. Need she say that she prefers what she is doing to her stint with the Montclair Schools and the NYU Reading Clinic - though she sometimes misses dodging the Washington Square purse snatchers.

Jule, who originally came here to join a construction firm, found quickly that it was not going to work out. He therefore was a patsy for the blandishments of the Washington Hebrew Congregation leadership that he return to his old desk. He walked back into his WHC office with the feeling that he never left home, and the welcome he got from the Rabbis, officers, members and staff was a bit overwhelming. He has an assistant now --- a bright young man who also serves as Youth Director, but he is faced with a depleted staff in other areas and a very tight budget crunch. However, it's a great congregation with a creative, expanding program which continues to attract scores of new members. The big challenge ahead is a new suburban center to meet the needs of the young families in the Potomac, Rockville, and Gaithersburg area.

So you can see that things have not been dull for us as we close out 1972. We'd love to get a note, call or better yet, a visit from you soon. In the meantime we wish that 1973 will bring to each of you and yours peace, health and personal fulfillment. L'hitraot!

Warmly,
Nan and Jule
Nan and Jule



Rabbi Gottschalk

Page 2, II, B - 7:

"Ecumenical"

Page 3, IV, D :

Add (2): "for use in U.S. camps, religious
schools, etc."

Page 6, 1st paragraph,
22nd line, 2nd
last word:

"behind"

Page 7,

See attached

Page 9, X, B - 1

"Eton"

Page 10, XI, C, 2nd line

Remove "and have the experience of that special
kind of kibbutz."



VIII. IDEOLOGICAL CENTERA. FACILITIES1. WHERE

- a. Separate from the kibbutz
- b. Existing places with a school, dormitory, farm land and dining facilities which we could buy and save the trouble of building.

- g. Beth Berl - b-1
- h. Magdiel, near Ness Zion - b-2
(Rabbi Spicehandler felt that it would be a mistake to get saddled with old buildings.)
- i. Build from scratch? - b-3

2. FACILITIES NEEDED:

- a. 1. Dormitories
- b. 2. Big dining hall
- c. 3. Small private dining rooms
- d. 4. Classrooms
- e. 5. Library
- f. 6. Sports facilities
- g. 7. Swimming pool
- h. 8. Small cinema room for about 50 people
- i. 9. Clubroom (lounge)
- j. 10. Parks and orchards
- jk. 11. Conference rooms - especially equipped for simultaneous translation
- L. 12. Chapel

B. PROGRAM with permanent teaching staff. (It was felt that this would be the single most expensive operation to build and support.)

- 1. HOUSE THE INSTITUTE OF JEWISH ETHICS which would deal with the social issues in Israel. It would be fashioned in the style of the Hutchins Center in Santa Barbara (See Hirsch memo in detail.) It would tackle all the current social problems of the country, hold colloquiums, reach conclusions, and publish them.
- 2. EDUCATE ISRAELI PUBLIC AND SELL OUR IDEOLOGY TO A SELECTED ELEMENT OF THE ISRAELI PUBLIC. (See Herb Friedman memo.)
For example, one could invite 50 senior government officials and their wives as guests for the weekend. Offer swimming, movies, 4 hours of indoctrination and send them home with two brochures. Invite Jewish chaplains, high school principals, news editors, history teachers, army officers, and most importantly, guides who come in contact with many people every day. Teach them all what our movement is about.
- 3. TRAIN LAY LEADERSHIP FOR:
 - a. work in congregations
 - b. speaking: to B'nai B'rith, Rotary, etc. in Israeli society
 - c. working in kibbutzim; start a study group in every kibbutz and provide speakers to talk. It was mentioned that every winter, most kibbutzim have a special time set aside for study anyway.



United Jewish Appeal

1290 AVENUE OF THE AMERICAS, NEW YORK, N.Y. 10019, USA
TEL. (212) 757-1500, TELEX: UJAPPEAL 62911

48 KING GEORGE STREET
JERUSALEM 94269, ISRAEL
TEL. (02) 60487, 222340
TELEX: 2381 UJA IL

HERBERT A. FRIEDMAN
EXECUTIVE VICE-CHAIRMAN
MATTHEW H. SIMON
DIRECTOR OF SPECIAL SERVICES

January 11, 1973

Rabbi Alex Schindler
Union of American Hebrew Congregations
838 Fifth Avenue
New York, N.Y.
U. S. A.

Dear Alex and Fred (alphabetical order),

Let me try to give you an interim report in summary fashion:

1. Before leaving New York I spoke orally with Itzhak Hamlin, secretary of the Committee on Control and Authorisation of Campaigns, in order to put into action the necessary clearance procedures. I tried to suggest that we arrange a meeting here in Jerusalem around February 1 or 2, when many of the members of his committee will be coming to attend the Jewish Agency Assembly. Today I received from him the enclosed letter, a reply to which I shall begin to draft. Whether we have a meeting in Jerusalem February 1 or 2 is not really important. At least the process has now begun and will be continued.

2. With regard to the matter of creating a favorable environment within which to conduct our campaign, you will recall that I spoke of the importance of establishing clearance procedures with the U.J.A. and individual Federations. In that connection I have spoken to the U.J.A. people in depth, namely Paul Zuckerman, Max Fisher, Eddie Ginsberg and Irving Bernstein; also to Leo Bernstein of the Bonds organisation; and Irving Bernstein has undertaken to speak to Philip Bernstein of the CJFWF, because I simply did not have time to do so before leaving New York.

The essence of the matter of "clearance" involves checking, both with national institutions and local Federation directors and Bond managers, the names of individuals to be solicited; checking dates as to when solicitation can be made; and staying away from both solicitations and dates if either of these is deemed to be harmful.



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Page 2

January 11, 1973

There is no difficulty whatsoever in being completely cooperative on this matter because there are so many people to be seen and solicited that there is no need at all to take any action that might be considered by U.J.A., Bonds, or the communities, to be conflicting.

3. Additionally, the Committee on Control and the various organisations are interested in the question of publicity, about which I probably feel stronger than any of them. I am in favor of no publicity announcements whatsoever. In our contemplated type of operation publicity does not raise money. The only thing it can raise is doubt, fear and nervousness. I would, therefore, appreciate it if both of you, on your respective ends, would make certain that no newspaper releases are issued about our projected campaign or my association with it. I would much prefer that we work quietly, and when we have reached some achievements a couple of years from now, we can decide then whether to make any public announcements or not.

4. Of course, some appropriate board or committee of both Union and College-Institute must meet to give official approval to these plans. As a matter of fact, you will notice that the last sentence on the first page of Hamlin's letter asks the question about formal sponsorship. We have agreed that there must be formal resolutions passed by each Board, but again I would appreciate that no publicity be given to these resolutions. I refer to newspaper or press releases. Obviously, any resolutions passed by a Board are inserted in the Minutes, and circulated to the members, but that's internal.

5. You asked me to prepare a tentative draft of a proposed budget. Enclosed please find same. You realise, of course, how completely rough and tentative it is.

6. Since returning to Israel I have had several long conversations with Ezra, regarding the College-Institute proposals for future expansion. He has drafted a memorandum for Fred, and he and I shall continue to try to work out cost breakdowns.



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EXECUTIVE VICE-CHAIRMAN
MATTHEW H. SIMON
DIRECTOR OF SPECIAL SERVICES

Page 3

January 11, 1973

7. I have had a meeting with the members of MAHARAM, in which I reported to them our conversations in New York, and I asked them to put their ideas in order and begin to set them on paper for Dick Hirsch, so that he can have the benefit of their input. The MAHARAM group has set a meeting for January 16 and 17 at the College in Jerusalem to do this brainstorming.

8. Steve Schaefer will be at that meeting and we will have the benefit of his input on the Youth Program.

9. I have written to Dick asking him to get here a few days earlier than his original plan, namely any time from January 25 onward, so that he can bring his thoughts, plus the crystallised thoughts of Alex and his staff on the UAHC side of the program.

10. I shall, in the next week or so, visit with Sapir and Pincus, for the Government and Agency respectively, to inform them of our general ideas.

11. I have a long standing commitment to be in England for the Joint Palestine Appeal, February 4 - 18, and then I am back in Jerusalem and you fellows should be arriving about that time. By that time we should begin to have some programatic description down on paper so that we no longer need to talk vaguely of "the plan" or "our proposed campaign," but we will really be able to create a concise written description. I will be in Israel during the whole period of the Board of Governors Meeting. It seems to me that it would be worthwhile to put aside a day, right now, before everyone scatters from Israel at the conclusion of the meeting, to take stock of where we stand. I see that the last function of the Board of Governors is March 6th. Can we save March 7th?

12. One matter was left in the hands of Ted Tannenwald, namely the responsibility for determining the tax deductible channel he wanted to use, or to create afresh, to serve as a vehicle for this campaign. I hope that he is progressing in his investigation of this question.

Looking forward to hearing from you,

As ever,

Herb

התקדמות הציונית העולמית - אגף אמריקאי

WORLD ZIONIST ORGANIZATION

American Section, Inc.

515 PARK AVENUE, NEW YORK, N. Y. 10022

Plaza 100-1

Cable Address: IEVAGENCY

January 5, 1973

Rabbi Herbert A. Friedman
United Jewish Appeal
P.O.B. 92
Jerusalem
ISRAEL.

Dear Herb:

Following our phone conversation, I discussed the matter with Charlotte Jacobson who is co-chairman of our committee, (together with Jack Weiler) Philip Bernstein and Irving Bernstein.

The first thing being emphasized by all of them is the urgency of receiving from you, as quickly as possible, a written statement of your whole plan. This should be divided into two major sub-divisions:

- 1) A listing of the projects and plans you anticipate and what their costs will be. How do these projects and plans relate, if at all, to existing Jewish Agency and government programs? Have you discussed any of these projects with Jewish Agency and government authorities? In other words, you should give us a good idea of how you visualize spending \$25 million on the Israeli end and how these tie in with the functions and the responsibilities of the Jewish Agency and the government.
- 2) How you propose to raise this kind of money in the United States. What professional and lay structures are involved? Whom do you intend to contact for this kind of money? What is the extent of the fundraising planned by you, in terms of welfare funds, if at all, the Reform movement and its congregations, and individuals. What techniques do you propose to use? In short, all those matters which are of concern to us on the American fundraising scene.

Could you add a word about whether your project is being formally sponsored by the Reform movement or is it thus far only in a preliminary stage between you, Hirsch and others perhaps.

Rabbi Herbert A. Friedman
United Jewish Appeal

2.

January 5, 1973

When I get this material from you, I will distribute copies to the above people and it will give us an opportunity to give the matter some thought, in preparation for further talks with you.

Unfortunately it will not be so simple to arrange a meeting "dafke" on February second. The Chairmen of the Jewish Agency Assembly Committees will be meeting on that day to plan their work and Charlotte is one of them.

However I promise you that I will speak to them again after I receive your material, and will try to arrange some kind of get-together in Jerusalem. But I foresee that at some time in the near future we will have to have a more formal session with you.

With best regards,

Sincerely yours,

Itzik

Isadore Hamlin
Executive Director

*P.S. I just had a good talk with Dick Horish who filled me in on the background. It was most helpful and elucidating. Still you must give me the information as I request above.
Best wishes*

1605 ROOM
1605 CLERK

NAME (FIRST) Friedman (INITIAL) M (LAST) Hebrew Congregation

ADDRESS 50 S. Broad Street CITY Philadelphia STATE PA ZIP 19106

IN DATE DEC 22 72 FOLIO NO. P-00930

CONVENTION 50.50 CR 54.50 NR 54.50

MEMO	DATE	EXPLANATION	CHARGES	CREDITS	BAL. DUE
	1 DEC 22-72	F'WARD	* 280.63		* 280.63
	2 DEC 22-72	RM-TX	* 53.50		* 334.13
	3 DEC 22-72	RM-TX	* 1.00		* 335.13
	4 DEC 23-72	REST'R	E* 9.71		* 344.84
	5 DEC 23-72	RM-TX	* 54.50		* 399.34
	6 DEC 24-72	L'DIST	* 7.56		* 406.90
	7 DEC 24-72	RM-TX	* 54.50		* 461.40
	8 DEC 25-72	PdOut T'GN	* 7.82		* 469.22
	9 DEC 25-72	L'DIST	* 1.71		* 470.93
	10 DEC 25-72	L'DIST	* 1.54		* 472.47
	11 DEC 25-72	PHONE	* 12.20		* 484.67
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RESTAURANT CODES

- A. OAK ROOM
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- D. ROOM SERVICE
- E. GREEN TULIP
- F. OYSTER BAR
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NEW YORK, NEW YORK 10249
CABLE: PLAZA NEW YORK
TELEPHONE: 212 - PL 9-3000

IAN, H.

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N OF AMER HEBREW CONGREGATION
FIFTH AV

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1.00

5/1 50

CONVENTION

CR

NR

JL

	DATE	EXPLANATION	CHARGES	CREDITS	BAL. DUE
1	DEC 18-72	L'DIST	* 4.46		
2	DEC 18-72	L'DIST	* 2.26		
3	DEC 18-72	L'DIST	* 1.98		* 6.72
4	DEC 18-72	RM-TX 0000	* 54.50		* 8.70
5	DEC 19-72	L'DIST	* 0.99		* 63.20
6	DEC 19-72	L'DIST	* 0.61		* 64.19
7	DEC 19-72	L'DIST	* 0.66		
8	DEC 19-72	L'DIST	* 0.66		* 65.46
9	DEC 19-72	L'DIST	* 1.65		* 66.12
10	DEC 19-72	L'DIST	* 1.66		
11	DEC 19-72	REST'R CORR — (+)	D* 7.68		* 69.43
12	DEC 19-72	REST'R CORR — (+)	D* 0.70		
13	DEC 19-72	RM-TX 0000	* 54.50		* 77.81
14	DEC 20-72	REST'R	E* 4.98		* 132.31
15	DEC 20-72	REST'R	D* 6.16		* 137.29
16	DEC 20-72	REST'R	D* 1.70		
17	DEC 20-72	RM-TX 0000	* 54.50		* 145.15
18	DEC 21-72	REST'R	D* 5.72		* 199.65
19	DEC 21-72	REST'R	D* 0.70		
20	DEC 21-72	RM-TX 0000	* 54.50		* 206.07
21	DEC 22-72	REST'R	C* 8.50		* 260.57
22	DEC 22-72	L'DIST	* 1.98		* 269.07
23	DEC 22-72	L'DIST	* 6.55		* 271.05
24	DEC 22-72	L'DIST	D* 0.88		* 8.38
			* 3.03		* 280.63

RESTAURANT CODES

- A. OAK ROOM
- B. OAK ROOM BAR
- C. PALM COURT
- D. ROOM SERVICE
- E. GREEN TULIP
- F. OYSTER BAR
- G. TRADER VIC'S
- H. PERSIAN ROOM
- ✓ PLAZA 9

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A SONESTA HOTEL

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TELEPHONE: 212 - PL 9-3000

HEBREW UNION COLLEGE - JEWISH INSTITUTE OF RELIGION

CLIFTON AVENUE, CINCINNATI, OHIO 45220

[Handwritten signature]

1/31 meeting

Box 70

Washington, D.C. 20044

Mr. Herbert A. Friedman
United Jewish Appeal
48 King George Street
Jerusalem, 94269, Israel

Dear Herb,

Fred has sent me copies of your two letters to him and Alex dated January 11, 1973 and I write this letter to correct what appears to be an erroneous impression on your part as to one area of responsibility with reference to the plans we discussed at the meeting on December 19, 1972.

In paragraph 11 of your "interim report" you indicate that I was left with "responsibility for determining the tax deductible channel he [I] wanted to use, or to create afresh, to serve as a vehicle for this campaign." I had thought it had been made clear at the meeting that the legal structure to be created, both from a tax and other points of view, was to be vested in Matt Ross on behalf of the Union and Morris Bergreen on behalf of the College-Institute.

It is essential that you understand that I cannot have, either directly or indirectly, any responsibility for the legal implications of whatever steps may be decided upon. The Canons of Judicial Ethics are crystal-clear on this score and I have no intention of violating either their letter or spirit. I must ask you to be very precise in this area both in your own thinking and in any discussions you may have with others.

I will not comment at this point on any of the other matters covered by your two communications. Suffice it to say that there appear to be certain problem areas which need further discussion and which, hopefully, through such discussion, can be resolved to the satisfaction of all concerned.

I look forward to seeing you in Jerusalem at the end of February.

Sincerely,

Theodore Tannenwald, Jr.

cc: Alfred Gottschalk
Alex Schindler

CONFIDENTIAL

March 15, 1973

Rabbi Alfred Gottschalk
President, HUC-JIR
3101 Clifton Avenue
Cincinnati, Ohio 45220

Dear Fred:

In the past you wrote me several times voicing "complaints" concerning that which a member of the Union family, either staff or lay, did or failed to do which aggrieved you institutionally (e.g. especially the Broide matter) and which I thereupon went about promptly and forcefully to correct. I was always glad to when you did so, it helps to clear the air between us and eliminates concerns which if allowed to fester could well have impaired a relationship which I value personally and which is indispensable to the advancement of our work. I hope that you feel the same way about it for now I am afraid it is my turn to come to you with such a complaint.

I refer to the fact that in your public presentations on the Jerusalem Project the Union's partnership and place in the joint venture is all but ignored. In months past a number of Union staff members throughout the country have written to me concerning this, having heard you speak to rabbinic groups and congregational leaders about the project, and they said that you presented it as a College-Institute venture, pure and simple. Frankly, I always shrugged off these complaints, ascribing them to our staff hyperinstitutionalism. But in Jerusalem I heard it myself, or rather I did not hear.

I do not refer to your Board report, that was a closed session. I refer to those many occasions at the various public gatherings at which you invariably made reference to future plans but spoke of them only as an expansion of the College-Institute's campus and program. In all fairness, Ted Tannenwald, at the Knesset, did make brief reference to the fact that there were partners in this venture; but, and perhaps you were not conscious of it, you did not and the press reports were deplorable from this point of view.

My reaction is somewhat stronger than it might have been were it not for the fact that when in Jerusalem both Harry and Maurice became exercised about the Jerusalem Post story in which the headline and substance followed the above pattern. I soothed them both with the rejoinder that "the press after all cannot be controlled and the College-Institute administration cannot be responsible for what the press says." You will recall that this was precisely your rejoinder when Harry and Maurice made some comment during our Saturday session with Herb Friedman and when you spoke as you did I nodded to them as if to say "I told you so." Imagine my chagrin when on returning to New York and my desk I found a

Rabbi Alfred Gottschalk

March 15, 1973

Page -2-

packet of releases prepared on stationery bearing your name, every one of which completely ignores the UAHC as a partner in this venture and speaks of it only as an expansion of the College-Institute, demonstrating that the press did not misunderstand or distort anything but that they took their cue directly from you.

Ironically, I did not request these news releases, they were sent to us by Fritz Bamberger - and here's the irony - with the request that we give the HUC-JIR Board meeting prominent mention in our newspaper, which we will do, of course, as we have always done for I consider our partnership not just a secret agreement but an arrangement which is publicly acknowledged and when I say publicly I mean publicly and not just in the close circle of our family. If this is not your understanding, please tell me -- before the i's are dotted and the t's crossed.

This then is my "taine." I am confident that you were not conscious of what you did or failed to do and the purpose of my letter is to bring this to the forefront of your awareness. I hope you understand.

With warmest good wishes mee bayit l' bayit, I am

Sincerely,

Alexander M. Schindler
President-Elect

*bcc MME
JHG*

Hebrew Union College-Jewish Institute of Religion

UNDER THE PATRONAGE OF THE UNION OF AMERICAN HEBREW CONGREGATIONS

CINCINNATI
NEW YORK
LOS ANGELES
JERUSALEM, ISRAEL

40 WEST 68 STREET • NEW YORK, N. Y. 10023

TRafalgar 3-0200

January 9, 1973

1/34

Rabbi Alexander Schindler
President-Elect
Union of American Hebrew Congregations
838 Fifth Avenue
New York, New York, 10021

Dear Alex:

The enclosed memo, from me to Gottschalk and Tannenwald, is self-explanatory. Morris Bergreen will be our legal man when it comes to negotiate the final contract with Friedman. Fred suggested we share with you his observations and recommendations. If you feel that Dr. Eisendrath, Harry Gutmann and Dick Hirsch should be informed of this memo, please forward a copy to them.

Sincerely,

Fritz
Fritz Bamberger

CC: Dr.A. Gottschalk
Judge T.Tannenwald,Jr.

*cc: Rabbi Eisendrath
Harry K. Gutmann
Rabbi Hirsch*