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Series I: Wexner Heritage Foundation, 1947-2004.

Subseries 1: General Files, 1949-2004.

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Friedman, Darrell. 2002.

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American Jewish Archives website.

copy

Herbert A. Friedman

The Wexner Heritage Foundation

551 Madison Avenue New York, NY 10022
212-355-6115 (Fax) 212-751-3739

Dear Darrell -

August 4

I received your letter of July 31
and thank you for the immediate and frank response.
I fully understand what you mean by "taking a step back"
and "not prepared to make any commitments at this time."

I am not talking to anyone else regarding the matter
I proposed to you.

I look forward to meeting with you when we return
to New York after the High Holy Days. We are tentatively
planning to leave here Sept. 27, by which time I will have
reached my 84th year. (I can't believe it)

Fond regards,
Herb

Write Darrell Friedman

Associated Jewish Community

Federation of ~~Baltimore~~

101 W. Mount Royal Ave.

Baltimore, MD 21201-5787

tel 410-727-4828

on vacation

Saw full page in JTA -

you saw ~~last~~
final P of last letter I wrote

to small select group - in which I
said I was putting my project on hold
for next few months in order not to give
conflict with EMERGENCY FUND for Israel.

But I will re-activate after summer and
high holidays.

I want to talk to you about taking
Presidency of ~~the~~ New Century \$ billion Capital Camp.

Michael Steinhilber - chairman

3

1

Dear Darrell,

I'm writing from Woodstock, Vermont where we are on a ~~short~~ semi-sabbatical - hence this handwritten note.

I do receive mail
~~My~~ mail arrives and I saw the full page ~~about~~ in the JTA about you, your achievements, and the announcement that you will be leaving your position with the Associated.

Once that fact ^{became} ~~was~~ written public information, I felt free to approach you with an idea which has been in my mind ^{for months,} ~~since~~ ^{ever since} our conversations some time ago.

Only two persons are required for the successful operation of my billion-dollar capital fund plan - a top lay leader and a top professional. Michael Steinhilber should be chairman and you should be president.

I'm thinking of naming it:

USA New Century 8 billion Capital Fund

for Jewish Education in the U.S. and Israel

~~This~~ This is a bold venture to counter assimilation.

A shorter ~~name~~ name will obviously be necessary, but I think it's valuable to resuscitate a 60-year old brand name - USA.

~~This plan does not require a conventional methodology.~~ No large staff, dinners, ~~and~~ overheat.

It is 0

~~The~~

The question of this plan does not demand require conventional methodology.

No large staff to manage; ^{no large overhead;} no large board to cater to + stimulate; no dinners or other fund-raising efforts.

3

The plan is dependent on the goodwill and cooperation of a dozen or so Federation executives (and a dozen different lay leaders) ~~(not committed to the same)~~ to allow us access to selected prospects who have ^{large} deposited large funds in the endowment funds of their communities.

You, ~~and~~ Michael, ~~and~~ ^a the few selected ~~of the~~ lay leaders, and I to a limited extent have to perform ^{this} the job with the Key Federation executives. If they do not understand ^{and accept} the vision, we will fail.

9 In addition to the endowment fund prospects, I have ~~also~~ accumulated ^{additional} a list of prospects.

All solicitations must be multi-year and seven-figures.

we should know within a year, whether
 or two maximum —
 So the whole campaign should
 has a chance or not.

If we see a success, then we
 turn to the creation of all the
 educational instruments listed in the
 proposal.

As the chief executive you will plan
 every thing ^{in the list} where 20 high schools
 20 more elementary and middle schools
 should be built; 20 or more new Hill
 houses throughout the country; dozens of new summer camps,
 etc, etc.

You will be shaping the future
 of a much stronger American Jewry and
 a much more homogenized Israel Jewry.

~~Let's~~ Let's

I will be here until the late
 September. Let's comm. by mail.

Think it over Durrell. Read the proposal
 once more. See if the vision grabs you.
 Ask me questions — make comments

DARRELL D. FRIEDMAN
PRESIDENT

July 31, 2002

Dear Herb:

I was flattered to receive your letter. While I am very intrigued by the proposal, I must admit that I am at the present time making no plans as to the next chapter in my life. I have decided that my wife and I are going to take a step back for a while and then decide where and what I will be doing professionally. I am just not prepared to make any commitments at this time. However, I am very touched that you think I would be the right professional to make this vision a reality.

I hope that you are enjoying your semi-sabbatical and look forward to talking to you in September,

All the best,



Darrell

Mr. Herbert A. Friedman
52 Elm Street
Woodstock, VT 05091

7/23/02

Mr. Darrell Friedman
Associated Jewish Community Federation
101 W. Mount Royal Ave.
Baltimore, MD 21201-5781

Dear Darrell,

I'm writing from Woodstock, Vermont where we are spending a semi-sabbatical, hence this handwritten letter. I do receive mail, thus saw the full page in the JTA concerning your achievements, plus the news that you will be leaving your position with The Associated.

Once that fact became public information, I feel free to approach you with an idea that has been in mind for several months, ever since our conversations some time ago.

Only two persons are required for the successful operation of my multi-billion dollar capital fund plan - a top lay leader and a top professional. Michael Steinhardt should be chairman and you should be president. I'm thinking of naming it: "USA New Century 8-billion Capital Fund for Jewish Education in the United States and Israel." A shorter version will obviously be necessary, but I think it is valuable to revive a 60-year old brand name.

The operation of this plan does not require the conventional methodology. No large staff to manage, no large overhead expense, no large board or committee, no dinners or other fund-raising efforts.

The plan is dependent on the good will and cooperation of a dozen-or-so Federation executives to allow us to access selected individuals who have large deposits in the various endowments funds of their communities. You, Michael, a few lay leaders, and I (to a limited extent) will perform this job with the key Federation executives. John Ruskey and Steve Resiter are already familiar with this approach and have stated their cooperation. In addition to the endowment fund prospects, I have already accumulated a list of additional prospects. All solicitations must be multi-year and seven ^{or eight} figures.

We should know within a year or two whether the campaign has a chance or not. If we see a success, then we turn to the creation of all the educational instruments listed in the proposal.

As the chief executive you will plan everything: where and how 20 day high schools should be built, and 20 more elementary schools, and 20 more Hillel houses; dozens of new summer camps; etc, etc. You will be shaping the future of a much stronger American Jewry and a much more homogenized Israeli Jewry.

I will be here until late September. Let's communicate by letter. Think it over, Darrell. Read the proposal once more. See if the vision grabs you. Ask me questions - make comments.

Fond regards,
Herb

Herbert A. Friedman

The Wexner Heritage Foundation

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tel. 802-457-2155

