



# THE HERZLIA FOUNDATION TRUST

SECURING JEWISH EDUCATION

## THE POWER OF INDIVIDUAL GIVING

**AMANDA ZAR**  
Manager, The Herzlia Foundation Trust

As a Jewish community, we are known for our philanthropic awareness and generosity. We are known for making positive differences where they matter most. *Tzedakah* is both a choice and an obligation. Your giving, as an individual, is more important than you may think. This is especially so when it comes to giving Jewish children the kind of foundation for life that comes with being educated at HERZLIA.

Our **Alumni Individual Giving Campaign** launched this month provides a unique and powerful opportunity for you, our alumni, to contribute to your alma mater. There is nothing quite like the feeling of fulfilment and pride that comes with having given, nor the sense of achievement when we see the results of our giving.

Individual giving also tells who we are...where our hearts lie, what our values are, what kind of vision we have for both the present and the future. It is an opportunity to show gratitude for all that we have; an opportunity to give back or pay it forward so that others may benefit. It creates an extra level of meaning in our lives. The greatest mistake we can make is to give nothing because we believe that we have little, or that what we can give can't help to make a real difference.

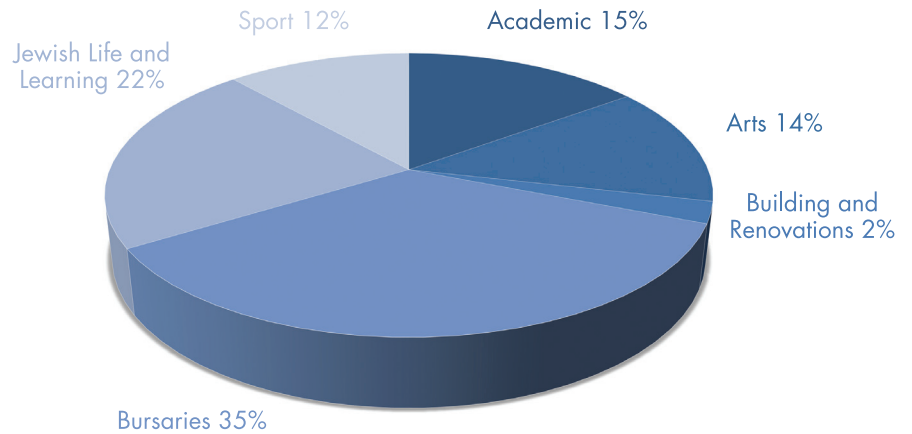
**The Herzlia Foundation Trust provides an opportunity for every Herzlia Alumnus to make a personal difference according to their means, to ensure that the jewel in the crown of the Cape Town Jewish Community is safeguarded.**

In our recent survey sent to our alumni, 50% of responders said that they would be willing to donate to the work of The Herzlia Foundation Trust. Furthermore, the 'Alumni Happiness Index' encouragingly showed 78% of respondents having had an outstanding schooling experience at HERZLIA and 64% of responders wanted to visit HERZLIA on their annual return to Cape Town. This provides The Herzlia Foundation Trust with a wonderful opportunity to engage with our alumni in person. Most interestingly 120 of the 720 responders said they were aware that they had received financial assistance to attend Herzlia and 79% of these said that they would be committed and willing to donate to The Herzlia Foundation Trust.

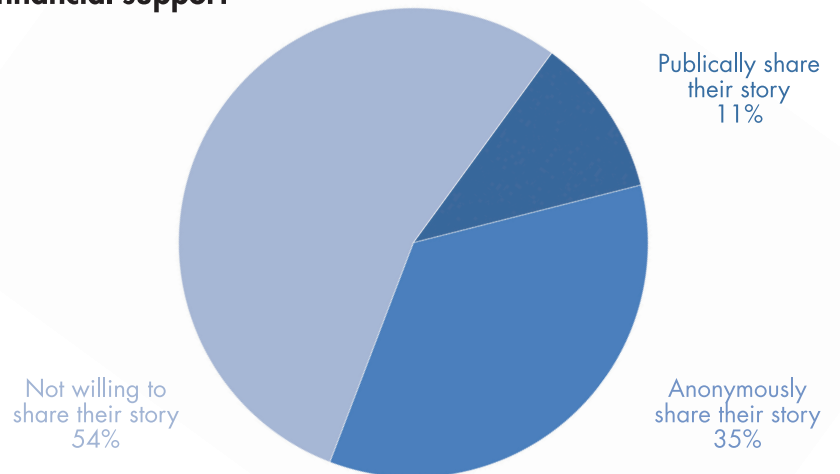
With one in five – that's 20% – of pupils at HERZLIA presently receiving financial assistance with their fees, you will understand why your commitment to support the Bursary Fund through our **Alumni Individual Giving Campaign** is necessary and appreciated!

With Rosh Hashanah soon to be celebrated in our hearts and homes, along with the holy day of Yom Kippur, what better time is there for *Tzedakah*. Your act of *chesed* will afford you the opportunity to ensure that **no Jewish child will be denied a Jewish education for genuine financial reasons** and will surely add meaning at this significant time.

### Funding areas of interest to alumni



### Alumni who are aware that they received financial support



### Alumni's experience at HERZLIA

