

IF YOU WILL IT, IT IS NO DREAM



תִּרְצוּ אִין זֹו אַגְדָּה

ANNUAL REPORT 2022

THE HERZLIA FOUNDATION TRUST



ALUMNI
ASSOCIATION



THE HERZLIA
FOUNDATION TRUST
SECURING JEWISH EDUCATION



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www.herzlia.com

INTRODUCTION

WHY DO WE NEED THE HERZLIA FOUNDATION TRUST?

Jewish education is vital to Jewish identity, preservation and continuity.

United Herzlia schools lives, breathes and teaches Jewish culture, experience and values, helping to ensure that the Jewish community in Cape Town remains strong and vibrant. The Herzlia Foundation Trust is mandated to support Herzlia to secure Jewish education so that every Jewish child can access the best possible education despite their financial circumstances.

Living in an amazing city at the tip of Africa and working for Herzlia means we get to witness just how much our pupils achieve, from pre-primary all the way to matric. Having an opportunity to visit our alumni in Australia earlier this year provided a new vantage point and perspective – looking from the outside in. This is what we learned: no matter where we are

in the world and no matter how differently we see things, one thing remains the same – a Herzlia education is a truly global education. Wherever our alumni have ventured, they have continued to adapt, adjust, thrive and achieve.

We are incredibly grateful to our loyal benefactors who help us to ensure we achieve our mandate. Herzlia requires in excess of R148m to run the school each year and while R137m is received from fee income, the deficit is funded by the UJC and other donors. Added to this is the current cost of bursaries which amounts to R14,5m – a number that has been rising due to current socio-economic challenges – this is no small amount to fundraise.

As the Herzlia motto and famous Theodor Herzl quote says: “If you will it, it is no dream”, we have willed it and we won’t stop dreaming.

Thank you once again for your continued support and philanthropic spirit.



LAUREN SWEIDAN
FOUNDATION
MANAGER



NICOLE
MICHALOWSKY
STERN
ALUMNI
ASSOCIATION
MANAGER

Ronnie Stein (Chair)
Tanya Golan
Warren Kaimowitz
Lance Katz
Eddy Oblowitz
FOUNDATION
TRUSTEES



**"An investment in Herzlia
is an investment in the
future of our community."**



RONNIE STEIN

CHAIRMAN'S REPORT

I have pleasure in presenting the 2022 annual report of The Herzlia Foundation Trust. 2022 was another successful year for the Foundation raising R9m in donations.



A year of re-generation and new beginnings... The Foundation has risen to the challenge and continued to deliver on its mandate. The school has and is still in the process of being renewed with many incredible facility upgrades.

Herzlia is committed to providing an educational home for Jewish children irrespective of their Jewish religious affiliation, any special needs these children may have, or their parents financial circumstances. In order to ensure that no Jewish child will be denied a Jewish education for genuine financial reasons, it is essential that the Foundation

continues to grow its capital base in order to meet the future needs of the school and the Jewish community. Herzlia and the Foundation play a huge role in the community, with most Jewish families having some connection to the school, as pupils, parents, grandparents and alumni. It is fair to say that an investment in Herzlia is an investment in the future of the Cape Town Jewish community. Not only does the Foundation provide bursaries, it also provides funding to improve academic programmes, enhance facilities, and attract and retain excellent teachers. Very importantly, it plays a crucial role in strengthening the bond with our alumni all over the world.

The Foundation's capital fund currently amounts to R277 million. Whilst there is a misconception that the Foundation is adequately funded, this is not so. Last year, the financial support and bursaries provided to Jewish children was in the region on R13.4m, with a budget of R14.5m for 2023, substantially more than the income generated by the Foundation. The Foundation's aim is to build its capital so that its income can cover the full cost

of bursaries without drawing on its capital.

It is only thanks to the generosity of our donors and alumni that no Jewish child is denied a Jewish education, and with their continued support, we will be one step closer to securing Jewish Education for future generations.

Many people have played a significant role in the ongoing performance and successful running of the Foundation.

Thank you to:

- the various fund managers who invest and manage the assets of the Foundation
- my fellow trustees and all the members of the investment committee for their valuable support, vision and time
- our friends and benefactors who give unstintingly to the Foundation
- Lauren, Nicole and Geoff, for all their hard work and professionalism during the year

It is my honour and pleasure to hold this position and to play an important role in the development of The Herzlia Foundation Trust.



**"Jewish education is
vital to Jewish identity
and continuity."**

GEOFF COHEN

DIRECTOR OF JEWISH IDENTITY & COMMUNITY'S REPORT

In February this year I visited Melbourne and Sydney together with our Foundation Manager, Lauren Sweidan, in order to hold alumni reunions and meet with individual donors.



It became abundantly clear that our alumni still feel very connected, supportive and loyal to Herzlia, despite being spread all over the world.

Close to 150 alumni in both cities (90 in Sydney and 60 in Melbourne) attended our reunions and I was overwhelmed by the warm way we were received. It also

became apparent that the educational foundation that Herzlia has provided over eight decades has contributed significantly to the success of our alumni who live in over 40 cities in the world. Our visits to these communities overseas are a way of keeping our alumni connected to the school, making these trips an incredibly worthwhile exercise. Added to this concept are the large number of alumni who choose to visit Herzlia on their vacations to Cape Town. This year, in particular, has seen many alumni visiting Herzlia with their families.

During these visits they had the opportunity to rekindle their special school memories and to also see first-hand the changes and new resources to which current pupils have access.

Our alumni are still proud of their school and continue to

be supportive stakeholders. Meeting with alumni is one of the best parts of my job. To see how a pupil has grown through the educational milestones and benefitted from a Herzlia education, brings me great pride and a sense of achievement. I am able to witness firsthand each and every day the wonderful school that Herzlia is and how it shapes our children. When I meet with alumni near and far, I am able to witness the fruits of our labour.

Herzlia is an inclusive, Zionist community school that not only provides an excellent education, preparing our pupils for the future world, it also creates young adults with a strong sense of Jewish identity and community who move on to play an instrumental part in the Cape Town community and beyond. To have witnessed this over my 50 years at the school is a gift that continues to bring me much joy and pride.



"You are helping to make dreams come true for many future generations."





ANDRIES VAN RENSSSEN

UHS EXECUTIVE DIRECTOR'S REPORT

The Herzlia Foundation Trust (HFT) exists with the sole purpose of funding its only beneficiary: United Herzlia Schools (UHS). This relationship is so close that the HFT staff work full-time on campus and report to Herzlia management.



There is a misconception that HFT funds are used for facility upgrades. However, the reality is that HFT funds are carefully invested and managed by the HFT Trustees and UHS Investment Committee so that the annual proceeds of these investments are used to fund bursaries. Currently we are in the fortunate position that the annual amount needed for bursaries is covered by these investment proceeds.

For capital projects, funds are specifically raised and

allocated to "Special-Purpose-Funds" and then only used for that specific purpose. When these funds are received, they are invested in the HFT investment accounts to increase the earnings and interest and then withdrawn once the cash is required to fund the specific project.

In the past year we've undertaken several amazing facility upgrades to enhance the school's offering and image. These include:

- High School library/resource centre
- Fress canteen (with satellite outlets at Highlands and Weizmann primary)
- Student Pause Area north of the upper campus hall
- Several multi-purpose mini-astroturf facilities
- SEED Learning & Wellness Centre
- Innovation Centres (Esport, Makerspace, robotics labs)
- Upgrades of several ablution facilities, staff rooms and outdoor spaces

The building of the Herzlia Aquatic Centre is happening between May and December of 2023, with funds kindly

donated by the Wilfred and Fay Back Charitable Trust, The King David Sports Trust and a portion of the proceeds of the sale of UHS property.

Our HFT staff are working tirelessly to raise funds for the endowment fund. The needs of the HFT bursary fund are increasing and the target investment amount of R400m is still a future dream.

The HFT "Coffee Campaign" invites ALL Herzlia alumni to join by contributing a monthly amount (using the QR code below). If every one of our 7500 alumni contribute a small amount (the value of a cup of coffee each week/month), the future dream will soon be a reality and Jewish education in Cape Town will be secured.

It is appropriate to thank each donor – big and small – with deep, deep appreciation. You are helping to make dreams come true for many future generations.



THE FOUNDATION
"COFFEE CAMPAIGN"



1472

PUPILS IN 6 SCHOOLS
ACROSS 5 CAMPUSES
IN 2023

7500+

ALUMNI LIVING IN 46
COUNTRIES GLOBALLY

175

PUPILS FROM 107 FAMILIES
RECEIVING ASSISTANCE

PUPILS ON A
BURSARY IN 2023

1 in 9

R14m

GRANTED FOR
BURSARIES IN 2022

R148k

COST OF SCHOOL FEES FOR
A MATRIC PUPIL IN 2023

200+

TEACHERS ACROSS
6 SCHOOLS AND
50 SUPPORT STAFF

RANKED IN THE TOP PERFORMING
SA SCHOOLS FOR THE LAST 7 YEARS
(#1 IN 2020) ACCORDING TO
WWW.GRADESMATCH.CO.ZA

HERZLIA
**FAST
FACTS**

SUMMARY OF AUDITED ANNUAL FINANCIAL STATEMENTS



**Financial Overview of The Herzlia Foundation Trust for the year ended
31 December 2022**

As at 31 December 2022, The Herzlia Foundation Trust had reserves of
R 276 987 804 (2021: R288 927 485), comprising of the following:

Trust Capital	R 100
Total Reserves	R 194 162 067
Accumulated Income	R 82 825 637

The above reserves are represented by investments which are managed by
professional investment advisors and the market value of these investments
as at 31 December 2022 was R277 016 999 (2021: R 283 821 235).

In 2022 the Trust earned investment income of R 10 071 195 (2021:
R 9 778 701) and incurred expenses of R 2 658 614 (2021: R 2 349 986).

Yours sincerely

MGI BASS GORDON

BARRY POGRUND
MGI BASS GORDON
17 MAY 2023

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PARTNERS Johann Diener, David Donninger, Stuart Hendler, Abraham Petersen, Barry Pogrand, Alan Schermsbrucker,
Howard Silke, Susan van der Valk **CONSULTANTS** Gerald Diamond, Mathew Hendler, Leonard Solomon.

MGI is a worldwide network of independent auditing, accounting and consulting firms.

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THE HERZLIA FOUNDATION TRUST

2022 DONORS

Listed Donations R1 800 or greater.

BURSARY FUND

The Philip Schock Charitable and Educational Foundation	240 000
Karin and Spencer McNally	180 000
Gadi Levin	168 068
John Myers	166 760
Coteasi (Pty) Ltd	156 250
Lance and Kim Katz & family	150 000
The Susman Charitable Foundation	135 000
Perry Teperson	54 629
Anonymous	54 000
Ann Kreitzer Will Trust	50 000
The David Graaff Foundation	50 000
Neil and Jen Gordon	45 585
Isidore Choritz Charitable Trust	45 510
Rebecca Feigelson	31 249
Grant Lyons	27 714
Felder family	26 309
Harold and Brenda Walt	25 861
Eddy Oblowitz & family	25 000
Jeffrey Bruss	24 108
A L Sank Family Trust	24 000
David and Lyn Resnick & family	24 000
Lisa Farber and Justin Liberman & family	22 680
Lior Sareli	21 600
Dalya and Trevor Abromowitz	20 000
David and Marilyn Friedland	18 000
Darryl and Heather Schaffer	17 589
Anonymous	17 361
David Morris	17 361
Jack and Leorah Levin	16 000
Anonymous	14 210
The Prepaid Company (Pty) Ltd	14 040
Barry Varkel Consulting	12 000
Anonymous	12 000
Worcester Hebrew Congregation Trust	12 000
Charles Orolowitz	11 807

Anonymous	11 000
Anonymous	10 800
Stanley and Sheryl Westerman	10 416
Anonymous	10 000
Anonymous	10 000
Eliot and Myra Osrin Charitable Trust	10 000
Seven Oak Township Development (Pty) Ltd	10 000
The Harry and Bertha Tuch Fund	10 000
Wilfred Yasvoin	10 000
Desmond Kaplan	9 375
Anonymous	9 000
Anonymous	8 941
Jeffrey and Dalia Levine	8 680
Joshua and Gabi Medalie	8 400
Borstrock family	7 500
Brian and Adele Goldberg & family	7 200
David Bloch	7 200
Joel and Debbi Norrie & family	7 200
Ari Boyd	7 000
Eli Raskin	6 804
David and Fern Jaffe	6 642
Philip Orolowitz	6 500
Anonymous	6 480
Anthony and Sara-Lee Jackson	6 480
Anonymous	6 250
Anonymous	6 250
Evan Kaye	6 250
Asher, Lori and Dalia Lichterman	6 159
Anonymous	6 000
Anonymous	6 000
Anton Gelbart	5 670
Manfred Rosenthal	5 670
Michael Amler	5 579
Dalia Margalit-Faircloth	5 481
Borok family	5 476
Anonymous	5 400

Selwyn Fabian	5 400
Shaun Borstrock	5 400
Anonymous	5 000
Anonymous	5 000
Daniel Woznica	5 000
The Leon and Sybil Wilder Fund	5 000
The Rubi and Anne Chaitman Foundation	5 000
Anonymous	4 560
Anonymous	4 500
Joy Kahn	4 385
Justine Kamionsky	4 340
Anonymous	4 320
Gareth and Janene Currie	4 320
Michael and Lindi Rudnicki & family	4 320
Michelle Stein	4 320
Neil Meyerowitz	4 320
Lior and Lianne Woznica & family	4 200
Steven and Samantha Wiener	4 200
Jeremy Resnick	4 082
Ben Rabin	4 000
Adam Querido	3 960
Anonymous	3 600
Darryl and Lisa Katz	3 600
Anonymous	3 600
Sharon Cohen	3 600
Paul Brener	3 552
Shlomo Kessel	3 421
Walter Rogoff	3 125
Barbara Talisman	3 125
Estate Late Harry Allschwang	3 091
Anonymous	3 079
Claudia Baruch Israel	3 079
Paul and Aviva Sulcas	3 000
Brian and Adele Goldberg & Family	3 000
Darren and Tarryn Rod	3 000
Paul Abramowitz	3 000
Peter Herman	3 000
Anonymous	2 842
Anonymous	2 800
The Mertam Trust	2 800
Anonymous	2 750

Davin Milun	2 738
Charles Gurland	2 700
Charles Cesman	2 500
Elana Castle	2 500
Ruby Sluszny	2 415
Gary and Sharin Nathan	2 400
Sydney Kaufmann	2 400
Anton Jaffe	2 340
Geffroy Family	2 160
Anonymous	2 160
Anonymous	2 160
Anonymous	2 160
Anonymous	2 160
Anonymous	2 160
Lara Kaganson Krug	2 160
Shaun Reznik	2 160
Stuart Kantor	2 160
Anonymous	2 041
Justin Chorn	2 041
Neville Samuels	2 041
Sydney Kahn	2 041
Cecil Hershler	2 019
Anonymous	2 000
Beverly Meyrowitz	2 000
Nicola Brivik	2 000
Anonymous	1 980
Anonymous	1 882
Mordechai Wilk	1 882
Alan Keschner	1 800
Anonymous	1 800
Allyson Miller	1 800
Anonymous	1 800
Anonymous	1 800
Anonymous	1 800
Anonymous	1 800
Anonymous	1 800
Dustin Maree	1 800
Flatiron Investments (Pty) Ltd	1 800

Anonymous	1 800
Myra Peskin	1 800
Rael and Caroline Kaimowitz	1 800
Robert Kantor	1 800
Ronnie Gotkin	1 800
Ryan Jankelowitz & family	1 800
Warren and Karen Kaimowitz	1 800

SPECIAL PURPOSE FUNDS

The Hyman Goldberg Foundation	1 000 000
The Wilfred and Fay Back	
Charitable Trust	1 000 000
King David Sports Trust	500 000
Anonymous	421 514
Eric and Sheila Samson Foundation	357 433
Anonymous	350 000
The Philip and Michele Krawitz	
Charitable Trust	270 000
Bernard Surovsky	194 403
The Wilfred and Fay Back	
Charitable Trust	175 000
The Rosenalf Trust	170 100
Anonymous	120 000
Sophia and Katya Golan	100 000
The Mauerberger Foundation Fund	100 000
The Little Butterfly Foundation	98 639
Ron and Stephanie Oboler	92 632
Kendal Capital (Pty) Ltd	90 000
Howard and the late Alison Katzeff z"l	70 000
The Stanley and Zea Lewis Foundation	60 000
Emanuel Kurson	59 379
The Abe Barron Charitable Trust	50 000
The Goldschmidt Family Foundation	40 000
Anonymous	24 000
Michelle Gianferrari and	
Simeon Krecklenberg	22 400
Spencer and Karin McNally	19 800
Cape SA Jewish Board of Deputies	18 400
Harvey Plax (Plax Inc.)	14 981
Mark and Anne Goldin	12 500
Marc and Tanya Sternberg & family	12 000
Joel and Sarah Gamsu & family	10 800

Anonymous	10 000
The Jack and Ethel Goldin Foundation	10 000
Avra Kassar	8 680
Sorrel Hofmann	8 640
Anonymous	8 554
Lawrence Seeff	7 313
Anonymous	6 540
Cress-Karsenty family	6 159
Emma Maher	6 000
Katzco (Pty) Ltd	5 592
Marisa Sarfatti	5 400
Whitfield Property Management (Pty) Ltd	5 000
Desmond Kaplan	4 929
David Berman	4 600
Shlomo Kessel	3 600
Charmaine Lampert	3 079
Robin Saacks	3 079
Rochelle Volpert	3 000
Kathy Ewenson	2 760
Jonathan Borok	2 738
Adam Tross	2 500
Anonymous	2 160
Anonymous	2 160
Sandy Tonkil	2 160
Anonymous	1 800
Matthew and Carri Gruzd & Family	1 800
Robert Broll	1 800
Shelley Pozniak	1 800

RUNNING COSTS

The Harold and	
Beatrice Kramer Foundation	600 000
The Kalman, Esther and	
Michael Maisel Fund	120 000
The David Graaff Foundation	100 000
The Arthur, David and	
Percy Karbet Fund	80 000
The Rachel and Jimmy Palmetto Fund	10 000

TEACHERS FUND

Anonymous	3 600
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South African donors are eligible for a Section 18A tax certificate where appropriate. Tax benefits are available for overseas donors in the following countries: UK (Euro Chai SA), USA (Jewish Community Foundation San Diego), Canada (UJA of Greater Toronto) and Australia (Chai Charitable Foundation).



ALUMNI AHAVAH



REUNIONS

Celebrate the bond that ties
us together – get involved
and book yours now!

Email oldherz@herzlia.com.

www.herzlia.com



UNITED HERZLIA SCHOOLS
בתי"ס המאוחדים הרצליה



ALUMNI
ASSOCIATION



THE HERZLIA
FOUNDATION TRUST
SECURING JEWISH EDUCATION



**THE HERZLIA
FOUNDATION TRUST**

SECURING JEWISH EDUCATION

L'DOR VADOR

Consider a legacy gift.

A legacy gift to The Herzlia Foundation Trust enables you to support our mandate of securing Jewish education.

A bequest is easy to arrange, it can be small or large and can easily be modified to address your changing needs.

Please consider leaving The Herzlia Foundation Trust a gift in your will. For more information contact Lauren Sweidan on +27 21 286 3472 or email hft@herzlia.com



UNITED HERZLIA SCHOOLS
בתי"ס המאוחדים הרצליה



**ALUMNI
ASSOCIATION**

FROM GENERATION TO GENERATION

South African donors are eligible for a Section 18A tax certificate where appropriate. Tax benefits are available for overseas donors in the following countries:
UK (Euro Chai SA), USA (Jewish Community Foundation San Diego), Canada (UJA of Greater Toronto) and Australia (Chai Charitable Foundation).