

# THE HERZLIA FOUNDATION TRUST ANNUAL REPORT 2021



**THE HERZLIA  
FOUNDATION TRUST**  
SECURING JEWISH EDUCATION



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IF YOU WILL IT, IT IS NO DREAM



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## THE HERZLIA FOUNDATION TRUST

### FOUNDATION MANAGER

Lauren Sweidan

### ALUMNI ASSOCIATION MANAGER

Nicole Michalowsky

### TRUSTEES

Ronnie Stein (Chair)

Tanya Golan

Warren Kaimowitz

Lance Katz

Eddy Oblowitz

MH Goldschmidt Ave,  
Highlands Estate, Cape  
Town 8001. PO Box 3508,  
Cape Town 8000.

TEL +27 21 286 3472

EMAIL [hft@herzlia.com](mailto:hft@herzlia.com)

[www.herzlia.com](http://www.herzlia.com)

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## WHAT IS THE HERZLIA FOUNDATION TRUST?

Our vision is to future-proof United Herzlia Schools by building the endowment fund to ensure that no Jewish child is denied a Jewish education for genuine financial reasons, so that Herzlia remains an affordable Jewish community school, providing educational excellence with world-class facilities.

**T**he Herzlia Foundation Trust's mission is to grow an endowment fund that ensures the sustainability of its beneficiary (United Herzlia Schools) to constantly evolve with the demands of today's educational institution and ensures

that every Jewish child has access to a Jewish education.

### THE BURSARY FUND

13% of Jewish pupils who attend Herzlia require financial support through bursaries. Bursaries are funded from donations to The Herzlia Foundation Trust's endowment, as well as an allocation received from the United Jewish Campaign (UJC).

### THE TEACHERS FUND

Herzlia has 175 dedicated and passionate educators across its six schools. Funds generated from the Teachers Fund are used to attract and retain outstanding educators in order to ensure that Herzlia provides educational excellence and remains a world-class Jewish community school.

### THE CAPITAL FUND

The Capital Fund was created to

assist United Herzlia Schools with funding for major capital projects that include the building and renovating of campus facilities or school infrastructure.

### GOVERNANCE

The HFT is governed by five trustees who have fiduciary oversight of the foundation; they are all high standing members of the Cape Town Jewish Community. The HFT is audited on an annual basis by MGI Bass Gordon and all annual reports are published on [www.herzlia.com](http://www.herzlia.com). Trustees meetings are held three times a year. The agenda focuses on financial reporting as well as fundraising strategies.

RONNIE STEIN

# CHAIRMAN'S REPORT

I have pleasure in presenting the 2021 annual report of The Herzlia Foundation Trust. 2021 was another successful year for the Foundation, raising R9,3 million in donations.

Whilst 2020 was 'the year of the pandemic', a difficult period across the world and no surprise to me that the Foundation has risen to the challenge and continued to deliver on its mandate, 2021 and the future is the start of re-generation, new beginnings and regrowth. We seem to have come out of the Covid period hopefully more resilient and ready for new beginnings. The school is being renewed too, especially with all the facility upgrades, and is really looking world class.

Herzlia is committed to providing an educational home for Jewish children irrespective of their Jewish religious affiliation, specific needs these children

may have, or their parents financial status. 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. Not only does the Foundation provide bursaries, it also provides funding to improve academic programmes, enhancement of facilities, and attracting and retaining excellent teachers. It also plays an important communication role strengthening the bond with our alumni all over the world.

The Foundation's capital fund currently amounts to R288,9 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 of R13,38 million, with a budget of R14 million for 2022, 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 continuing 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 and fundraising committees for their valuable support, vision and time
- our friends and benefactors who give unstintingly to the Foundation
- Lauren Sweidan and her capable team 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.



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GEOFF COHEN

# DIRECTOR OF JEWISH IDENTITY & COMMUNITY'S MESSAGE

I'm thrilled that school is back to normal. Even though pupils still wear masks indoors, we are generally back on track to life before Covid.

One of the positives, since getting back to normal, is the increased participation of our pupils in all aspects of school life. Our academic, sport and cultural programmes are running at full steam

and Jewish Life & Learning and Israel activities are once again at the forefront of these pursuits.

An exciting new development is the addition of the new Esports lab to the existing, innovation centre, makerspace room and green screen studio.

Over the past year, our campuses have undergone significant renovations. The High School staff room and media centre have been re-modelled; a new multipurpose sports astroturf has been created and we now have the first ever canteen which can be used by everyone in the community!

All in all, the High School campus looks like a world-class educational institution and the other campuses will soon follow in a similar vein.

Our 2021 matric results were once again outstanding, we achieved our best ever matric aggregate with an average of 3.6 distinctions per candidate, reinforcing the fact that this really is a school of excellence.

It would be great to see you on campus soon. Email [oldherz@herzlia.com](mailto:oldherz@herzlia.com) to let us know when we can host you for a visit.

HERZLIA

# FAST FACTS

**1530**

PUPILS IN 6 SCHOOLS  
ACROSS 5 CAMPUSES  
IN 2022

**7500+**

ALUMNI LIVING IN  
46 COUNTRIES GLOBALLY  
IN 2022

**1 IN 8**

PUPILS IS CURRENTLY ON  
A BURSARY IN 2022 –

**195** PUPILS FROM  
122 FAMILIES

**100%**

PASS RATE IN 2021

RANKED IN THE  
TOP 10 PERFORMING  
SCHOOLS IN SA  
(#1 IN 2020)

SOURCE:  
[WWW.GRADESMATCH.CO.ZA](http://WWW.GRADESMATCH.CO.ZA)

**260**

STAFF EMPLOYED  
BY HERZLIA  
IN 2022

**R13.38m**

GRANTED FOR  
BURSARIES IN 2021

**R137 000**

COST OF SCHOOL FEES  
FOR A MATRIC PUPIL  
IN 2022



# SUMMARY OF AUDITED ANNUAL FINANCIAL STATEMENTS FINANCIALS



## Financial Overview of The Herzlia Foundation Trust for the year ended 31 December 2021

As at 31 December 2021, The Herzlia Foundation Trust had reserves of R 288 927 484 (2020: R 243 781 215), comprising of the following:

Trust Capital	R 100
Bursary Fund	R 112 639 880
Teachers' Fund	R 25 498 136
Capital Reserve Fund	R 52 461 641
Accumulated Income	R 98 327 727

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 2021 was R 283 821 235 (2020: R 236 170 195).

In 2021 the Trust earned investment income of R 9 778 701 (2020: R 7 085 940) and incurred expenses of R 2 349 986 (2020: R 2 689 088).

*MGI Bass Gordon*

IVAN BARRY POGRUND

MGI BASS GORDON

Physical Address Suite 1502, 15<sup>th</sup> Floor, Portside, 4 Bree Street, Cape Town, 8001 Postal Address P.O. Box 838, Cape Town, 8000  
Tel +27 21 405 8500 Fax 0866 748 017 Email [info@bassgordon.co.za](mailto:info@bassgordon.co.za) Docex 212 Cape Town [www.bassgordon.co.za](http://www.bassgordon.co.za)

PARTNERS Johann Diener, David Donninger, Stuart Hendler, Abraham Petersen, Barry Pogrand, Alan Schermbrucker,  
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.





## OUR WORLD CLASS LEARNING ENVIRONMENT

# READY FOR NEW BEGINNINGS

In our quest to provide world class educational facilities and improve service delivery and the experience for our pupils, parents and staff, we have undertaken a number of facility upgrades.

Our goal is to become a leader on the international scoreboards as well as expose pupils to a wide variety of job opportunities in the expanding Esports industry.

### NEW MULTIPURPOSE SPORTS ASTROTURF

Thanks to our generous donor – The King David Sports Trust – we've built a brand new multipurpose sports astroturf on the High School campus. Multipurpose means that the pupils can play just about any sport on this state of the art sporting facility including: soccer; mini cricket; netball and basketball. We've also created a beautiful tiered seating area for spectators to view the games of their choice, and new floodlights



means that games can be watched at night! We've also done a functional upgrade to the sports astroturf on the Highlands Primary School campus and revamped and enclosed the sports astroturf next to the MH Goldschmidt building on the High School campus.

Upgrading our facilities will ultimately lead to higher levels of performance all round, creating positive energy and buzz for pupils, parents and the larger community.

### ESPORTS CENTRE

A state of the art gaming facility proudly donated by the Abrahamson/Fleischmann family is now available to pupils to hone their technical, collaboration, teamwork, communication, problem-solving and critical-thinking skills. Our pupils will now be able to compete both in local and international Esports leagues such as Competitive Minecraft, Rocket League, FIFA 22 and drone racing.





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## PUTTING COURSE AND DRIVING RANGE

The donation from the King David Sports Trust now allows budding golfers to practise their golfing skills at our putting course and driving range.



## MEDIA CENTRE

A fresh, vibrant media centre has been created for our pupils. The colourful huts of Muizenberg beach light up the walls. Pupils just love it, it's comfy, full of books and computers and is so popular that the librarian has to take bookings!



## NEW STAFF ROOM

We now have a modern, functional staff room for teachers and staff to relax and connect. It's critical for our staff to have a space where they can work, meet, collaborate and share new ideas. Apart from excellent wifi, the staff room also includes a private conference room. It's also a lovely space to host parent-teacher, alumni and donor meetings.



## FRESS CANTEEN

Enjoy delicious food with a mountain view! This new venture is a partnership of three people with extensive experience and knowledge of running kosher restaurants and catering services in Cape Town. Michael Wener, David Hepple and Omri Suiza currently run Goldies and The Press in Sea Point, and the Herzlia canteen is a brand-new business with a fresh, new approach!



The new canteen will also cater to the community and become a venue for anniversaries, family parties, barmitzvahs, batmitzvahs, chaggim, weddings and more. We can't think of a better space than at the foot of Table Mountain to create lifelong memories shared at special simchas.

Last but not least this beautiful canteen opens onto the kikar (plaza) where pupils have access to this open, central area in the school. The kikar is connected to the lower campus by a majestic staircase that lights up at night.

# LISTED DONATIONS R1 800 OR GREATER 2021 DONORS

## BURSARY FUND

Anonymous	500 000
David Bengis	428 364
Coteasi (Pty) Ltd	245 000
The Philip Schock Charitable and Educational Foundation	240 000
Laurence and Carla Stein	230 952
Lance and Kim Katz	150 000
David and Tracey Frankel	130 872
John Myers	130 440
The Susman Charitable Foundation	135 000
Kloof Capital Pty Ltd.	125 000
Gary Davidson	100 000
The Kurt and Joey Strauss Foundation	93 750
Charles Kantor	77 583
The David Graaff Foundation	75 000
The Rosenalf Trust	72 000
Anton Black	56 909
Lisa Farber	53 502
Jeffrey Bruss	50 809
Ann Kreitzer Will Trust	50 000
Anonymous	50 000
Richard and Joanne Goldstein	45 000
Harold and Brenda Walt	26 174
Isidore Choritz Charitable Trust	25 122
Mark and Anne Goldin	24 019
AL Sank Family Trust	24 000
Lior Sareli	21 600
Dalya Abromowitz	20 000
Eddy Oblowitz	20 000
Gavin Felder	18 476
David Resnick	19 500
Anonymous	18 000
Estate Late Benny Schlosberg	18 000
Leonard Feinstein	18 000
Anonymous	16 443
Anthony Ginsberg	15 396
Elisha Ziskind	15 396
Anonymous	15 221
The Prepaid Company	15 210
Rochelle Volpert	15 173
Anonymous	15 000
Anonymous	12 800
Neil and Jen Gordon	12 317
Anonymous	12 000
Anonymous	12 000
Worcester Hebrew Congregation Trust	12 000



South African donors are eligible for a Section 18A tax certificate. 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).





Ivan and Jillian Diamond	11 547
Manfred Rosenthal	10 501
David and Sharon Westerman	10 315
A and M Pevsner Trust	10 000
Anonymous	10 000
Barry Varkel Consulting	10 000
Eliot and Myra Osrin Charitable Trust	10 000
Jeffrey Borstrock	10 000
The Harry and Bertha Tuch Charitable Trust	10 000
Daniel Dickman	9 926
Anonymous	9 000
Ari Boyd	8 400
Anonymous	8 000
Anonymous	7 698
Anonymous	7 500
Anonymous	7 200
Colin Bloch	7 200
Russell Cohn	7 125
Joshua and Gabi Medalie	7 000
Andrew Stein	6 500
Anonymous	6 480
Anonymous	6 480
Anonymous	6 000
Anonymous	6 000
Anonymous	6 000
Warren Kaimowitz	6 000
Gary Berger	5 690
Jeremy Resnick	5 610
Andrew and Michele Appelbaum	5 542
Robert Bank	5 542
Selwyn Fabian	5 400
Shaun Borstrock	5 400
Greg and Anthea Canes	5 388
Anonymous	5 350
Eli Raskin	5 250
Gary Novis	5 211
Estate Late Harry Allschwang	5 018
Anonymous	5 000
Anonymous	5 000
Anonymous	5 000
Charles Cesman	5 000
The Leon and Sybil Wilder Charitable Foundation	5 000
The Rabbi Klopfer and Lena Stollard Charitable Trust	5 000
The Rubi and Anne Chaitman Foundation	5 000
Anonymous	4 963
Anonymous	4 560
Michael and Charlene Pinn	4 434
Anonymous	4 320
Gareth and Janene Currie	4 320
Michael Rudniki	4 320
Michelle Stein	4 320
Neil Meyerowitz	4 320
Cecil Hershler	4 258
Lior Woznica	4 200
Adam Querido	3 960
Anonymous	3 849

Dalia Margalit - Faircloth	3 849
Barry Berman	3 600
Lisa Cohen	3 600
Marisa Sarfatti	3 600
Matthew Rozowsky	3 600
Sharon Cohen	3 600
Philip Orolowitz	3 300
Anonymous	3 161
Cedric and Stacey Reingold	3 079
Anonymous	3 000
Anonymous	3 000
Alan Keschner	3 000
Aviva Sulcas	3 000
Paul Abramowitz	3 000
Shlomo Kessel	2 959
Margo Sendall	2 845
The Mertam Trust	2 800
Steven Wiener	2 800
Yuval Cohen	2 771
Brian Goldberg Property Group	2 600
Gerald Diamond	2 600
Nic Goodwin	2 500
Chava Newcombe	2 481
Robin Saacks	2 481
Smadar Kattan	2 481
Sharin Nathan	2 400
Sydney Kaufmann	2 200
Anonymous	2 160
Anonymous	2 160
Anita Geffroy	2 160
Hanna Green	2 160
Anonymous	2 160
Lara Kaganson Krug	2 160
Matthew Flax	2 160
Stuart Kantor	2 160
Shaun Reznik	2 160
Anonymous	2 140
Stacey Urbach	2 129
Brian Katzen	2 100
Anonymous	2 000
Anonymous	2 000
Anonymous	2 000
Lauren Todes	2 000
Neville Samuels	1 890
Allyson Miller	1 800
Anonymous	1 800
Anonymous	1 800
Anonymous	1 800
Anonymous	1 800
Boris Kozhanow	1 800
Anonymous	1 800
Charles Gurland	1 800
Charmaine Lampert	1 800
Anonymous	1 800
Kent Karro	1 800
Louis Mark Gawronsky	1 800





Rael Kaimowitz	1 800
Ryan Jankelowitz	1 800
Ronnie Gotkin	1 800
Tanya Scop	1 800

## SPECIAL PURPOSE FUND

Wilfred and Fay Back Charitable Trust	1 050 000
King David Sports Trust	850 000
Anonymous	600 000
Eric and Sheila Samson Foundation	317 940
The Philip and Michele Krawitz Charitable Trust	286 000
Stuart Stone	250 000
Anonymous	119 350
Abe Barron Charitable Trust	100 000
Richard Wolman	100 000
Bernard Surovsky	76 214
Anonymous	61 587
Jonathan and Aviva Mark	61 587
The Stanley and Zea Lewis Foundation	60 000
Barry Taitz	60 000
Goldschmidt Family Foundation	50 000
Leor Atie	25 000
Anonymous	24 000
Basil Abramowitz	15 396
Liora Kolska Horwitz	14 500
Marion Rom	12 000
Marc and Tanya Sternberg	12 000
Anonymous	10 419
Barry Friedman	10 000
The Jack and Ethel Goldin Foundation	10 000
Sorrel Hofmann	8 640
Anonymous	7 500
Emma Maher	6 000
Desmond Kaplan	4 234
David and Hayley Cohen	3 600
Tanya Golan	3 600
Anonymous	3 308
Peter and Michelle Jacobson	2 771
Prestige Photographic Cape Town	2 744
Beverley Ezekiel	2 481
Elana Castle	2 481
Louis Shaban	2 481
Steve Arelisky	2 340
Anonymous	2 160
Sandy Tonkil	2 160
Anonymous	1 847
Warren Kaimowitz	1 800

## OPERATIONAL FUNDING

Harold and Beatrice Kramer Foundation	600 000
Kalman, Esther and Michael Maisel Trust	150 000
The David Graaff Foundation	100 000
The Arthur, David and Percy Karbet Trust	100 000
The Rachel and Jimmy Palmetto Trust	20 000



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## MYTHS VS TRUTHS OF LEGACY-GIVING

### MYTH: IT'S DIFFICULT

- ✓ Nothing could be further from the truth – all you need to do is indicate your wish to give. It doesn't even need to be a finite amount it can be a percentage.

### MYTH: IT'S AN IMPOSITION/RUDE

- ✓ People want to leave a legacy and live in the hearts and minds of people once they pass away.

### MYTH: LEGACY DONORS ARE WEALTHY PHILANTHROPISTS

- ✓ Anyone can leave any amount. Even if you have limited cash flow you may have assets after you pass away that have value.

### MYTH: IT'S FOR THE OLDER GENERATION – BABY BOOMERS AND GEN XERS

- ✓ Millennials and Gen Z think about their legacies and want to create a better world.



PLEASE CONSIDER  
LEAVING A GIFT  
IN YOUR WILL.

For more information  
contact:  
Lauren Sweidan on  
+27 21 286 3472 or  
email [hft@herzlia.com](mailto:hft@herzlia.com)

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# YOU BELONG HERE

It takes every one of us to support our Herzlia family.  
With your help we can make a difference in a child's life daily.

Join our dedicated group of supporters who understand the importance of  
sustaining quality Jewish education for current and future generations.

Become part of our monthly giving community.

[DONATE NOW](#)

United Herzlia Schools is the sole beneficiary  
of The Herzlia Foundation Trust.  
PBO No. 930038539.



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