Ben Zoma says, Who is wise?
One who learns from every person, as it is said:
“From all who taught me have I gained understanding.”
(Psalms 119:99)

Who is wise?
One who foresees the consequences of one’s actions.

Is wisdom the result of integrating knowledge from many diverse sources or is it a prophetic gift of foresight?

Is wisdom gained through hard work and experience or bestowed as a blessing or personal talent?

In a year with challenges no one could have foreseen, Prizmah has remained dedicated to both understandings. The ability to learn from all as well as to pivot rapidly when new challenges and opportunities appear infuses all that we do in support of Jewish day school education. May this wisdom inspire all who share our vision of a vibrant Jewish future.
What a year it has been for the world, our Jewish community, and of course, our incredible Jewish day schools and yeshivas. So many have done so much to enable schools to respond to the COVID-19 pandemic and to maintain their commitment to providing an exceptional educational experience. Everyone who supports day schools—through their financial resources, their heroic professional dedication, and even through their active choice to enroll their children—has cause to celebrate these accomplishments and to look ahead with hope.

This report contains data about all that Prizmah has helped schools achieve in the past year. Amidst the numbers, details, and charts, we hope you will also see blatant optimism. There has never been greater recognition of the vital roles our schools play. Investments from philanthropists, communities, parents, teachers, and staff have all made it possible for our schools to get what they need, so they can fulfill their sacred mission.

Thank you to North American Jewish day school educators, supporters, and the Prizmah staff and board of directors for their tireless work on behalf of our children.

Paul Bernstein  
*Chief Executive Officer*

Yehuda Neuberger  
*Chair, Board of Directors*
WHO WE ARE
Our Vision

A vibrant, passionate, knowledgeable, and committed Jewish community, empowered by Jewish day schools, for generations to come.

Our Mission

Prizmah: Center for Jewish Day Schools strengthens the North American day school field. We are the network for Jewish day schools and yeshivas, enhancing their ability to excel and thrive by deepening talent, catalyzing resources, and accelerating educational innovation.

Prizmah Is the Network for Jewish Day Schools Across North America

We partner with day schools, yeshivas, philanthropists, and communities from all denominations, helping them grow their reach and impact and tackle the challenges on their path to success.

Educating our children is the most important investment we can make in their future. Jewish day schools inspire and nurture young people, prepare them for remarkable and meaningful lives, and enable them to thrive.

Prizmah enhances the ability of schools to excel and thrive. Prizmah is building networks for schools and their supporters to connect, learn, and drive impact—deepening talent by investing in professional and lay leaders, catalyzing resources to generate funding for schools to flourish, and accelerating educational innovation to foster teaching and learning opportunities that empower students to thrive.

At Prizmah, we see what is possible for Jewish day schools, and we’re passionate about making that vision a reality.
Prizmah Makes Vision a Reality

Throughout 2019–20, Prizmah has provided crucial support, information, and connections to day school leaders to help them ensure that their schools are equipped and empowered to face a challenging and uncertain future. We lead innovation for the field by providing thought leadership and professional development for today’s most critical skill sets: teaching and learning, online pedagogy, lay and professional leadership, and using data for informed day school decision-making. We identify and address underserved needs in day schools, like training school counselors and administrators to address mental health and social/emotional learning needs.

Prizmah remains the leading source for information, guidance, and support for our day school leaders. We’ve published key research, including data on school trends and effective lay leadership for the field, and we created a trending #dynamicdayschools campaign to highlight and magnify the magnificent work that Jewish day schools and yeshivas are doing across North America. By focusing on strategic areas outside the classroom—fund development, admissions, marketing, and governance—we ensure that the resources exist to maximize the learning experiences.

By bringing together innovative, thoughtful, and collaborative teams to tackle current pressing challenges, such as day school affordability and alternative tuition models, strategic community planning, new practices in educational excellence, and novel methods of resource sharing and talent recruitment, we are charting the course for the future of Jewish education—and actively working toward it. Today, more than ever before, Prizmah is providing the network, the strategy, and the partnership to enable our schools to succeed.
I want you to know how terrific I think Prizmah has been during this unprecedented time. Not just “convening” us to share best practices, but rather collecting data and sharing it back with us, aggregating information that we all would find beneficial instead of each doing it ourselves, and putting out content (like webinars) that is so relevant and timely and led by experts. Thank you so much for all of your efforts!

—REBECCA LURIE
Head of School, Solomon Schechter Day School, MA
The First Three Months of COVID-19 Impact

$7 MILLION+
Catalyzed for Jewish Day Schools Through Emergency Grants and Loans

50,000+
Page Views of Knowledge Center Support Resources

78
Webinars Hosted

477
New Topics Posted in Online Reshet Communities

400+
Students Met Online with Israeli Ambassador Ron Dermer After Their Trip to Israel Was Disrupted by COVID-19

1,000+
School Leaders Attended Online Gatherings Between March and June
Jewish Community Response and Impact Fund (JCRIF) philanthropists stepped up to support critical services, particularly in Jewish education, through the creation of this fund. Prizmah is especially grateful to the JCRIF funders supporting our day schools: the Maimonides Fund, The Paul E. Singer Foundation, the Jim Joseph Foundation, the Charles and Lynn Schusterman Family Foundation, and the Aviv Foundation.
We Help Schools Respond to COVID-19

We take great pride in the remarkable success of our schools during the COVID-19 crisis, as Jewish day schools continue to serve students and families with as much determination and love as ever. When worldwide reality changed in March 2020, Prizmah jumped in to identify and address the unique needs of schools—financial, educational, individual, and communal. Prizmah’s valued resources and network allowed school leaders on the ground to come together rapidly to learn from experts and to share their ideas and solutions collaboratively.

Prizmah established weekly check-ins for job-alike groupings, including heads of school, educational technologists, educational leaders, senior development professionals, and school counselors. We facilitated webinars to provide places for creative solutioning, including training within days of the first closures about transitioning online, and on fundraising in crisis. We brought powerful moments of hizuk/strength to school leaders through a webinar with Rabbi Lord Jonathan Sacks, which attracted an audience of more than 700, one of the most viewed webinars in the Jewish community during the first month of the crisis. Our dedicated COVID-19 resource pages have received over 50,000 page views to date.

Financial needs were immediately evident. Working with the support of the Jewish Community Response and Impact Fund (JCRIF), Prizmah raised and distributed millions of dollars to a total of 64 schools. These funds were directed to fund increased tuition assistance requests, as well as to support continued enrollment for 107 children of Jewish communal professionals who had been laid off or furloughed. In addition to emergency funding, Prizmah supported schools to apply for loans through JCRIF, guiding 19 through their applications, and also worked with our communal partners in the Pandemic Emergency Coalition to help over 100 Jewish day schools and yeshivas receive relief from government-funded Small Business Administration Paycheck Protection Program (SBA PPP) loans. Prizmah’s informational webinars and guidance made it possible for schools to access funds to retain staff and continue providing meaningful educational engagement.

The sections that follow describe in detail our accomplishments in the key program areas of Network to Learn, Deepening Talent, Catalyzing Resources, and Educational Innovation.
300+

JEWISH DAY SCHOOLS & YESHIVAS

Across North America engaged in the Prizmah Network, advancing their goals to deepen talent, catalyze resources, and accelerate educational innovation.
FY 2020 YEAR IN REVIEW
NETWORK TO LEARN
When school leaders and educators learn together, grow together, and create together, schools thrive.

The Prizmah Network enables schools, communities, and the broader field to connect, deepen relationships, and drive impact, and is built on the belief that peer-to-peer learning and strong relationships will strengthen our schools and our communities for many years to come. Entering the year, we planned and executed in-person retreats and institutes for specific audiences, enabling the field to connect, learn, and grow together. In March, as schools were suddenly and unexpectedly forced to shut their doors and transition to online learning, the Prizmah team shifted to meeting schools' immediate and longer-term needs.
As the director of digital learning and technology at my school, I am so grateful to Prizmah for bringing together the EdTech Reshet [online community]. Prizmah has a finger on the pulse of the needs of this group, and facilitates relevant and necessary learning opportunities for us regularly. Truly, the success of transitioning to new technologies and helping teachers transition to remote learning can be attributed to the collaboration and best practices that have emerged from the EdTech Reshet.

—ALEX TREYGER
Director of Digital Learning and Technology, Chicago Jewish Day School
Prizmah builds relationships, inspires learning, and connects the field while striving for innovation, growth, and improvement in all that we do. In the past year, we facilitated both in-person and online gatherings via webinars, meetups, and cohort groups; we encouraged conversation and information-sharing through our Reshet Communities; we enabled the sharing of critical resources through our Knowledge Center; and we developed strategic and community partnerships to expand our capacity.

Gatherings

Since it was founded in 2016, Prizmah has used in-person gatherings and online learning as ways to include leaders and educators from across North America. Over 1100 individuals from schools participated in a Prizmah program in the past year. When COVID-19 precluded in-person engagements, we further embraced synchronous peer-to-peer and expert-led gatherings. Please see the appendix for a comprehensive listing of all gatherings in 2019–20.

Surveys of participants revealed high satisfaction:

• 96% would recommend the gathering they attended to a colleague.

• 93% were satisfied or very satisfied with sessions that pertained directly to their work.

• 93% said they benefit from the programs and services offered by Prizmah.

• 91% believe their day school/community/organization receives value from the Prizmah Network.

Reshet Communities

Reshet Communities connect lay and professional leaders to the individuals, resources, and ideas they need to thrive in their roles. With unprecedented activity this year, 17 Reshet Communities featured over 1,000 topics, with 477 of those topics new to the communities, from hundreds of school leaders—ranging from heads of school to ed tech directors, to development professionals and others. Once COVID-19 took hold in early spring, our Reshet Communities exploded, with hundreds of new postings generating extensive response and discussion. We added new synchronous learning opportunities such as weekly role-specific check-ins, and launched two new Reshet Communities to help schools navigate their new realities together.
In this disconnected era, connections are even more important. Thankfully, Prizmah has stepped in to help bridge the gap and create multiple pathways for Jewish school leaders to interact, share what is working for them, and pitfalls to avoid. I look forward to my weekly calls with other heads from around North America to help me see the bigger context of the effects of our decisions and the power of our collective work together.

—MARK SHPALL, MA.ED, J.D.
Head of School, deToledo High School
**Knowledge Center**

As our fastest-growing resource for Jewish day schools and yeshivas, Prizmah’s Knowledge Center, launched in March 2019, is the go-to resource site for the field. The Knowledge Center takes a strategic and systematic approach to research, data collection, and thought leadership. This year, the Knowledge Center played a key role in centralizing resources related to COVID-19 for teachers, administrators, organizations, and communities working with Jewish day schools, with new content added daily.

Our online Knowledge Center achieved record engagement this year:

- 14,000+ visitors
- 50,000+ page views
- 6,500+ page views to our COVID-19 resource page

**RESEARCH**

Prizmah originates research on Jewish day schools. This past year, we:

- Advanced the discourse on the impact of Jewish day schools by hosting a think tank with Jewish education thought leaders
- Conducted a study of YOU Lead alumni to understand the program’s impact on participants’ professional growth
- Fielded a pulse survey in May 2020 on the implications of COVID-19 for schools
- Commissioned a lay leadership study to learn what contributes to positive and productive lay/professional partnerships
North American Jewish Day School Trends: DASL Benchmarks from 81 Schools

$923,779 Average Annual Fundraising Campaign
$25,977 Median Cost per Student
$22,910 Average Tuition
DATA ANALYTICS FOR SCHOOL LEADERS (DASL)

In our pilot year, 81 schools—well exceeding our expectations—participated in a partnership between Prizmah and the National Association of Independent Schools (NAIS) to utilize the NAIS Data and Analysis for School Leadership (DASL) tool. DASL generates fieldwide data and customized benchmarking reports in the areas of expenses, revenue, tuition, financial aid, enrollment, and fundraising, enabling schools to make strategic decisions in all aspects of school operations. We published a groundbreaking report based on aggregate data from all 81 schools—across the range of denominations, school size, and geographic regions. We also partnered with the Koschitzky Centre in Toronto and the Bronfman Jewish Education Centre in Montreal to develop community benchmarking reports, allowing the federations to better support their schools.

THOUGHT LEADERSHIP

We have continued to provide important and relevant thought leadership to the broad day school field and Jewish community this year in a variety of delivery mechanisms. HaYidion is now a fully digital journal, with print-friendly “Shabbat Shorts” for easier Shabbat and Yom Tov reading. In May, we began producing two monthly podcast series: Research Encounter, tackling recent scholarship, and Start-Up Day School, offering a contemporary give-and-take on educational leadership in Jewish schools. Our blogs continue to cultivate voices from the field, including Jewish Day School of the Future, a series co-sponsored with the Jewish Education Innovation Challenge that grew out of the listening booths from the last Prizmah Conference. Blog posts have covered issues prevalent throughout the field, such as diversity and student stress, as well as in-depth articles on difficult decisions, such as school closures/mergers and faculty layoffs.

Strategic and Community Partnerships

As the central organization for Jewish day schools, Prizmah develops relationships with well-vetted professionals and organizations beyond our immediate programs and services, bringing knowledge, expertise, and training to extend our reach and impact. Some of our program partners include: Jewish Federations of North America, Yeshiva University’s Azrieli Graduate School of Jewish Education, the Jewish Education Innovation Challenge, TalentEducators, Pardes, Jewish Interactive, Online Judaic Studies Consortium, and Catapult Learning. Additionally, we host, support, and partner with the North American Day School Strategy and Planning Group, a group of federation and central agency professionals in intermediate and larger communities who support day schools at the community level.
DEEPENING TALENT
Talent drives excellence in schools.

Prizmah invests in professional and lay leaders, empowering them to transform their schools into vibrant centers of learning and Jewish community. **Leaders are being asked to do more with less during COVID-19, and the skills they are learning through Prizmah are driving successes in day schools.** Through leadership programs, along with role-specific and school-specific gatherings and training, the Prizmah team is building the talent pipeline for boards and administration teams, and growing the leaders the field needs to continue to build a strong Jewish future.
Professional Leadership

LEADERSHIP SEARCH
Schools looking for a new head of school or principal contract with Prizmah’s placement team for assistance in finding the best match. We work with schools to establish a timeline for the search, optimize the search committee, and prepare a communications strategy. Together, we implement strategic recruitment practices to attract the best candidates and design and support a thorough interview and smart selection process. In the past year, five schools contracted with Prizmah for this service.

EXECUTIVE COACHING
The best resource for a leader is usually another leader who has faced similar challenges. Prizmah’s model of executive coaching for heads of school and other senior school professionals trains successful current or recent heads of school to advise emerging school leaders. Over the course of the past year, our Coaching Institute, with assistance from Jane Taubenfeld Cohen and Rosov Consulting, trained 16 new coaches. Thirteen heads of school and principals reached out to Prizmah for expertise and were connected to coaches.

YOU LEAD
Prizmah’s signature leadership development program is a nine-month experience designed for school professionals at all levels of educational leadership, focusing on the core capacities and dispositions of day school leadership. This past year, 30 participants from 29 schools participated in YOU Lead and received one-on-one mentorship, cohort-based support, asynchronous learning, and in-person gatherings. Now in its eighth year, YOU Lead has already elevated 196 educational leaders.
Lay Leadership

BOARD FITNESS
Getting or keeping a school board “in shape” requires ongoing training and performance measurement. Prizmah and BoardSource partnered to provide the Jewish day school field with access to expertise to assess and improve board performance. Leveraging leading practices in governance and leadership with practical tools and resources, Prizmah developed customized trainings for boards to strengthen their capacity to serve their communities. Prizmah is leading the day school field in its understanding that healthy boards regularly assess, reflect, and plan as they work in partnership with their heads of school.

JEWISH DAY SCHOOL TRACK AT THE NATIONAL JEWISH BOARD MEMBER INSTITUTE
Being a board member at a Jewish day school is a unique lay leadership experience. To address the particular needs of day school board members while accessing expertise in governance and the nuances of leadership, Prizmah and the National Jewish Board Member Institute partnered to offer a pilot Jewish day school track at the Kellogg School for a select group of five day schools. We worked with teams of school-based lay and professional leaders to strengthen their practice and network to build their capacity to serve their schools and communities.

One board member who participated credits the institute and the supportive relationship she developed with peers with her decision to stay on her board for another term. Having experienced board members brings even more wisdom to board functioning.

LAY LEADER STUDY
In 2019, Prizmah commissioned a broad-scale report, Unlocking Leadership: Obstacles and Opportunities for Improved Day School Volunteer Leadership, through Rosov Consulting. The research highlighted the factors contributing to positive and productive lay/professional partnerships, a critical component of effective schools. Especially in a context where there are few, if any, degrees of separation between volunteers and professional leaders, and between leaders and the communities they serve, Prizmah is proud to generate recommendations on how to advance the day school field by strategically enhancing the contribution of volunteer leaders to the governance of schools.
CATALYZING RESOURCES
Schools require significant and sustainable funding from diverse revenue streams.

Prizmah recognizes that the largest sources of revenue in all day schools are tuition and fundraising. **When schools are able to capitalize on their income and maximize their potential, both educational excellence and affordability are significantly advanced.** Funders, communities, and parents invest precious resources because they believe in day school education. Prizmah’s strategy is to work with school professionals in the areas of admission and fundraising through gatherings, trainings, and support mechanisms, so that they can increase their capacity to attract more revenue. We also provided critical financial lifelines in the form of loans and grants, so that schools could continue to provide excellent learning even when COVID-19 shut their physical doors.
When we were consumed with the thought of uncompleted campaigns and event cancellations, and no one knew what was ahead for our next fiscal year, Prizmah stepped up. Prizmah immediately set up weekly calls during the lockdown, and we were able to have significant and meaningful conversations with our colleagues from across the country. We knew we were all in this together. These calls were our lifeline then, and they still continue.

—SUSAN GORDON MORAY  
Chief Advancement Officer, Atlanta Jewish Academy

Customized Strategic and Financial Planning for Schools and Communities

Prizmah has served as a consultant and data analyst to a variety of schools, foundations, and federations as they consider a reimagined constellation of schools in their communities. Through competitively priced, customized consultations and plans, Prizmah has worked with schools and communities to develop models for financial sustainability and growth. Consultations with our experts included strategic planning, endowment planning, and community-wide marketing strategies for day school growth.

Day School Enrollment and Engagement

Our Day School Enrollment and Engagement (DSEE) program has two goals: bringing new families into the orbit of day schools to ultimately increase enrollment, and creating engagement hubs for the broader Jewish community at day schools. Through a partnership among Prizmah, PJ Library (The Harold Grinspoon Foundation), and the AVI CHAI Foundation, this year, DSEE provided matching grants and professional development to 10 day schools and their local PJ Library chapters to run Jewish engagement programs for young families. More than half the families who participated in DSEE programs took action to learn more about the school that hosted their program, and 43 new families who had no prior connection enrolled their children.
Dynamic Day Schools Campaign

After schools transitioned to online learning, Prizmah collected thousands of videos and pictures from hundreds of Jewish day schools across North America that demonstrated the meaningful learning and connection happening in school communities. These were compiled into themed videos that were used to create a media campaign that demonstrated the value of Jewish day schools, even (and especially) in difficult and challenging times. They were liked and shared by thousands, creating a clear and impactful picture of how crucial schools are to our community and our Jewish future.

Cohort Programs

GENERATIONS, GOVERNANCE AND FUNDRAISING ACADEMY, AND ATIDENU

Our endowment, fundraising, and retention and recruitment cohort-based programs continued to support schools as they planned for a strong, sustainable future. Prizmah developed these proven initiatives to allow for both peer-to-peer learning and expert guidance and coaching. As a result of participation in these programs, several schools developed multi-year development and enrollment plans that will ensure success for years to come. All 10 schools that participated in the Governance and Fundraising Academy achieved the goals they set for creating development procedures and a better infrastructure to raise money. Generations schools exceeded their targets for endowment fundraising, with one school raising 18% more than their goal.

Gatherings and Webinars

Bringing professionals together to learn from experts and each other is one of Prizmah’s hallmarks, and a strategy for engaging those who are best situated to make an impact on their schools’ revenue.

ADMISSION PROFESSIONALS

In July 2019, we launched a new comprehensive gathering, the Admission Professionals Institute, designed especially for professionals with fewer than two years of experience. Over the three-day institute, professionals gained a foundation to set them up for success in areas such as admission operations, customer experience, admission criteria and policies, tuition assistance, and data management.
Once schools transitioned to remote learning, admission professionals of all levels of experience struggled with their own questions, such as how to recruit students without being able to tour the school or showcase in-person learning. Prizmah created Admission Professionals Check-Ins to enable peer-to-peer learning and access to best practices and recruitment expertise, even as so much was constantly changing.

**DEVELOPMENT PROFESSIONALS**

Senior development professionals gathered, as they do each summer, to share best practices and learn from experts in the field. Development professionals of all levels of experience shared resources and engaged in meaningful conversations that will help move their schools forward in their fundraising efforts. As the COVID-19 crisis hit, development professionals needed to quickly pivot their fundraising programs, replacing long-planned annual dinners, for example, with other ways to secure precious revenue. Prizmah hosted webinars on online gatherings, how to connect with donors remotely, and fundraising strategies during a time of crisis.
Continuous experimentation improves the learning environment and helps schools create a culture that empowers students to thrive.

Prizmah creates spaces where educational innovation is generated, is shared, and can flourish. Prizmah offers varied opportunities for educators to learn about and experiment with new classroom approaches and emerging educational priorities, for both incremental and game-changing ways to support student learning. With the rapid onset of remote learning requirements, the importance of this work was amplified by educators who needed to engage learners and develop skills in online pedagogy, and to address emerging concerns such as mental health and wellness.
The guidance counselor program enabled me to learn from professionals on topics I would not otherwise consider unless I really sought them out (e.g., substance use, grief, etc.). I found it extremely helpful to have another supervision of sorts to bounce ideas off of, and to learn from others’ dilemmas of practice. It definitely helps to not feel so alone. I feel privileged to have been a part of this.

—DIRECTOR OF GUIDANCE, NY

Guidance Counselor Professional Development Certificate Program

When we learned from schools of a huge need to strengthen school counseling, Prizmah and Yeshiva University’s Azrieli Graduate School of Jewish Education and Administration launched a six-month online Guidance Counselor Certificate Program. A cohort of 17 guidance counselors from 15 Orthodox yeshiva day schools convened, learning from experts in the field of mental health and wellness, collaborating around leading practices, and developing a community of practice. When COVID-19 reality sunk in, social-emotional health became an urgent priority, and what we learned from this cohort was a springboard for even more intense Prizmah work across the day school field.

Peer-to-Peer Problem Solving

RESEARCH FOR BETTER TEACHING

The Prizmah team worked with five schools to develop high-impact teacher teams to inform student learning success and create learning targets and success criteria for classrooms.

JEWISH HISTORY COLLABORATIVE

This year, eight schools participated in the Jewish History Collaborative: “Applying the Lessons of Jewish History to Our Students, Our Classrooms, and Our Schools.” Led by faculty from the Charles E. Smith Jewish Day School (CESJDS) Center for Excellence and Engagement in Jewish History, this collaborative focused on incorporating Jewish history throughout the curriculum. Using a multidisciplinary approach, the group explored using topics and themes in Jewish history to help students form individualized Jewish identities rooted in historical consciousness.
**Reshet Communities**

Educators who participate in Prizmah Reshet Communities network with colleagues from diverse schools and build their own support networks. Following the Innovators Summit at the 2019 International Society for Technology in Education, we convened Prizmah’s EdTech Reshet, which has met weekly since March to crowdsource, learn together, and share leading practices to support online classes and all aspects of schools that have gone online. Additionally, the Reshet Communities have been a source of peer teaching and learning as schools that faced transitioning to online learning at the beginning of the pandemic hosted webinars for other schools to learn from their efforts.

**Customized Professional Development**

Investing in professional development is a way for schools to invest in the success of their students, the growth of their community, and the values of their school. When schools contract with Prizmah for professional development services, we recommend identifying areas of need and learning-readiness with faculty to ensure buy-in and participation. These areas have included:

- Differentiated Instruction
- Professional Learning Communities, Teacher Learning Communities
- Mentoring and Coaching for School Leaders
- Creating and Maintaining a Positive School Culture
- Research for Better Teaching—High-Impact Teacher Team

**Community Partnership with Montreal**

Through the Bronfman Jewish Education Centre-Canada (BJEC), Prizmah was engaged to help the Jewish studies faculties in nine Montreal schools learn more about differentiated instruction and ways to engage students in their own learning. Our scope of work during FY2020 included seven site visits, professional development sessions for the schools, and meetings with the administrative teams to present findings and develop a longer-term strategy plan for FY2021.
Support for Jewish day schools through Prizmah ensures that the entire field is stronger. Become a day school hero by joining the Blue Diamond Giving Society. Contact Hannah Olson, hannaho@prizmah.org, for more information.
FRIENDS OF PRIZMAH

$1,800 → **Pioneers (Chalutzim)**
• Recognition on our Website and in our Annual Report

$5,400 → **Partners (Shutafim)**
• Recognition on our Website and in our Annual Report
• Complimentary Admission to Prizmah Professional Development Gathering

PRIZMAH’S BLUE DIAMOND GIVING SOCIETY

$10,000 → **Builders (Bonim)**
• Recognition on Our Website and in Our Annual Report
• Complimentary Admission to Prizmah Professional Development Gathering
• Educational Briefings from Renowned Speakers

$18,000 → **Believers (Ma’amim)**
• Recognition on Our Website and in Our Annual Report
• Complimentary Admission to a Prizmah Professional Development Gathering
• Educational Briefings from Renowned Speakers
• Complimentary Admission to Prizmah’s Biennial Conference

$25,000 → **Patrons (Tomchim)**
• Recognition on Our Website and in Our Annual Report
• Complimentary Admission to a Prizmah Professional Development Gathering
• Educational Briefings from Renowned Speakers
• Complimentary Admission to Prizmah’s Biennial Conference
• Exclusive Annual Day School Investor Convening

$50,000 → **Pillars (Amudim)**
• Recognition on Our Website and in Our Annual Report
• Complimentary Admission to a Prizmah Professional Development Gathering
• Educational Briefings from Renowned Speakers
• Complimentary Admission to Prizmah’s Biennial Conference
• Exclusive Annual Day School Investor Convening
• Five Hours of Specialist Consultations or Professional Development for Your School

$100,000 → **Visionaries (Anshei Chazon)**
• Recognition on Our Website and in Our Annual Report
• Complimentary Admission to a Prizmah Professional Development Gathering
• Educational Briefings from Renowned Speakers
• Complimentary Admission to Prizmah’s Biennial Conference
• Exclusive Annual Day School Investor Convening
• Ten Hours of Specialist Consultations of Professional Development for Your School
• Participation in Annual Visioning Meetings for the Future of Jewish Day School Education
Prizmah is deeply grateful to these donors for their commitment to the future of the Jewish community through Jewish day schools.

PRIZMAH’S BLUE DIAMOND GIVING SOCIETY

$100,000 ▶ Visionaries (Anshei Chazon)
- Aviv Foundation
- Crown Family Philanthropies
- Paula Gottesman
- Jim Joseph Foundation
- Maimonides Fund
- The Marcus Foundation
- Ann and Jeremy Pava, Trustees, Micah Foundation
- Charles and Lynn Schusterman Family Philanthropies through JCRIF
- Paul E. Singer Foundation through JCRIF

$50,000 ▶ Pillars (Amudim)
- Anonymous (x2)
- Harold Grinspoon Foundation
- Jewish United Fund
- The Mayberg Foundation & Arnee R. and Walter A. Winshall
- The Segal Family Foundation
- Paul and Lois Volosov

$25,000 ▶ Patrons (Tomchim)
- Lisa and Arieh Coll
- Joyce and David Friedman
- Kathy Manning and Randall Kaplan
- Dr. Shmuel and Evelyn Katz
- Robin and Brad Klatt
- Shari and Nathan J. Lindenbaum
- Lippman Kanfer Foundation for Living Torah
- Yehuda and Chani Neuberger

$18,000 ▶ Believers (Ma’amimim)
- Alisa and Dan Doctoroff
- Lizbeth and George Krupp
- Samis Foundation
- Zalik Foundation

$10,000 ▶ Builders (Bonim)
- Daniel and Gisela Ades
- Alana Riss Fine and Brett Fine
- Sarena and David Koschitzky
- Alan and Marcia Leifer
- Lauren and Ezra Merkin
- Debbie and Sam Moed
- Gail and Elliot Norry
- Marty and Hili Scheck
- Lynn and Skip Schrayer
- Susan and Scott Shay
- Elaine and Joseph Steiner
- Deborah Shapira and Barry Stern
The people who build and support Jewish day schools—they are the heroes of the Jewish world because they are the builders of the Jewish future.

—RABBI LORD JONATHAN SACKS, Z”L
Prizmah is proud to report another year of strong donor support, allowing us to continue to serve schools, their leaders, and the field. We are sharing a summary of our FY 2020 audited financials below, and are committed to continuing to run a fiscally sustainable organization with an ever-growing impact on the field of Jewish day schools and yeshivas.

### Operating Revenue and Support

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### Operating Expenses

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<tr>
<td>General &amp; Administrative</td>
<td>$1,660,592</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$616,988</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$6,200,746</strong></td>
</tr>
</tbody>
</table>

### Changes in Net Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Changes in Net Assets</td>
<td>$2,755,466</td>
</tr>
</tbody>
</table>

### Net Assets

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beginning of Year</td>
<td>$1,159,998</td>
</tr>
<tr>
<td>*End of Year</td>
<td>$3,915,464</td>
</tr>
</tbody>
</table>

*Over $3 million in grant revenue was provided to Prizmah from the Jewish Community Response and Impact Fund (JCRIF) in order to provide emergency funding to schools, contributing significantly to our increase in net assets in FY2020. Part of the grant revenue was distributed on receipt in June 2020, and the remainder was sent to schools in July-August 2020, the start of the next fiscal year.*
Prizmah Board

Yehuda Neuberger
(Chair)
Baltimore, MD

David Friedman
(Vice Chair)
New York, NY

Deborah Shapira
(Secretary)
New York, NY

Heschel Raskas, PhD.
(Treasurer)
St. Louis, MO

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(Immediate Past Chair)
West Hartford, CT

Michael Bohnen
Newton, MA

Lisa Popik Coll
Auburndale, MA

Paula Gottesman
Morristown, NJ

Bradford R. Klatt
Livingston, NJ

Sarena Koschitzky
Toronto, ON

Mark Lainer
Encino, CA

Nathan J. Lindenbaum
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Samuel Moed
Englewood, NJ

Gail Norry
Philadelphia, PA

Marty Scheck
Miami, FL

Joel Segal
Montreal, QC

Leslie Sidell
Denver, CO

Joseph Steiner
Toronto, ON

Paul Bernstein
(CEO, Ex-Officio)
New York, NY

*Kathy E. Manning,
Founding Chair
Greensboro, NC

*Thank you to past board members Kathy Manning and Yossi Prager, whose terms recently ended. Prizmah and the day school field are grateful for their wisdom and service.
**Prizmah Staff**

**Amy Adler**  
Director, Catalyzing Resources

**Paul Bernstein**  
Chief Executive Officer

**Ilisa Cappell**  
Vice President, Leadership Development

**Machele Daye**  
Executive Assistant

**Odelia Epstein**  
Director, Knowledge Center

**Alisha Goodman**  
Senior Director, Operations and Technology

**Daniel Infeld**  
Director, Conferences and Gatherings

**Rachel Levitt Klein Dratch**  
Director, Educational Innovation

**Sara Loffman**  
Marketing and Communications Coordinator

**Helen London**  
Director, Fundraising and Endowment Programs

**Elissa Maier**  
Chief Operating Officer

**Hannah Olson**  
Vice President, Development

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Director, Thought Leadership

**Brandon Reed**  
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**Tricia Richardson**  
Manager, Grants and Data

**Cheryl Rosenberg**  
Senior Director, Marketing and Communications

**Oldine Saint-Hilaire**  
Program and Operations Administrator

**Debra Shaffer Seeman**  
Director, Network Weaving

**Lauren Stanley**  
Manager, Gatherings, Marketing and Communications

**Traci Stratford**  
Associate Director, Catalyzing Resources

**Erin Tasman**  
Controller

**Amy Wasser**  
Senior Director, Field Advancement

**Marc Wolf**  
Vice President, Program Strategy and Impact
GATHERINGS

Network to Learn

Small Schools Retreat
November 10–12, 2019 / TX
29 participants from 23 schools

Judaic Professionals Retreat
January 19–21, 2020 / NY
24 participants from 21 schools and organizations

Pre-NAIS Prizmah Gathering
February 25–26, 2020 / PA
18 participants from 11 schools

Going Virtual: Crowdsourcing and Lessons Learned from SAR
March 9, 2020
156 registrants from 104 schools
Crowdsourcing About Coronavirus: Q&A for Educational Leaders
March 12, 2020
20 registrants from 20 schools

Crowdsourcing About Coronavirus: Q&A for Technology Leaders
March 13, 2020
42 registrants from 39 schools

Crowdsourcing About Coronavirus: Q&A for Heads of School
March 13, 2020
48 registrants from 48 schools

Weekly Check-ins for Heads of School, Heads of Small Schools, Senior Development Professionals, and EdTech Specialists
Ongoing
Ranging from 10 to 40 participants weekly

Exclusive Student Conversation with Israeli Ambassador Ron Dermer
May 5, 2020
32 registrants from 25 schools

Rabbi Sacks Online Gathering: Clarity and Courage in the Face of Uncertainty
March 31, 2020
Nearly 700 school leaders from 11 countries around the world

Catalyzing Resources

New Admission Professionals Institute
July 15, 2019 / NY
21 participants from 17 schools (CR)

Senior Development Professionals Retreat
July 23–24, 2019 / MD
16 participants from 14 schools
Small Office with Big Ideas: Planning Milestone Events with a Small Development Team
September 18, 2019
27 registrants from 27 schools

Navigating the Admission Process During COVID-19
March 26, 2020
122 registrants from 95 schools

Spring Pivot: Re-framing Your Q4 Fundraising in Response to COVID-19
April 2, 2020
99 registrants from 78 schools

Q&A Session—SBA Loan Paycheck Protection Program
April 2, 2020
32 registrants from 30 schools

COVID-19: Admission & Marketing Webinar Series
April–May 2020
School Communication: 29 registrants from 25 schools
Financial Aid: 46 registrants from 40 schools
Marketing, Website, Social Media Channels: 78 registrants from 60 schools
Recruitment & Retention: 74 registrants from 66 schools

New Financial Implications of COVID-19 for Jewish Day Schools
April 30, 2020
59 registrants from 48 schools

Keeping Graduates Close While Socially Distancing: An Alumni Engagement Round Table
May 6, 2020
41 registrants from 37 schools

All About the Jewish Community Response and Impact Fund
May 13, 2020
164 registrants from 117 schools and organizations

June 3, 2020
43 people from 38 schools and organizations
Educational Innovation

Positive Discipline Learning Hub, East Coast
August 1, 2019 / NJ
22 participants from 10 schools

School Culture: Practical Tools for the Educational Leader Learning Hub
August 4, 2019 / NY
15 participants from 12 schools

Positive Discipline Learning Hub, West Coast
August 9, 2019 / CA
18 participants from 16 schools

School Culture Learning Hub Admission Professionals Institute
November 10–11, 2019 / CA
18 participants from 14 schools.

Online Learning Series on the Chagim
November 2019–March 2020
Chanukah: 15 registrants from 14 schools
Esther & Purim: 7 registrants from 6 schools
Shir Hashirim: 18 registrants from 15 schools
Yona & Kohelet: 10 registrants from 7 schools
Rituals from Afar Series
March–April 2020
End-of-Year Celebrations: 49 registrants from 45 schools
Graduations: 59 registrants from 46 schools
Shavuot, Lag BaOmer, and Yom Yerushalayim: 22 registrants from 17 schools
Yom HaShoah, Yom HaZikaron, and Yom HaAtzmaut: 91 registrants from 59 schools

Effective Practices: Engaging and Supporting Diverse Learners in a COVID-19 Virtual Environment
May 6, 2020
44 registrants from 27 schools

School Schedules: COVID-19-Friendly Options
June 4, 2020
60 registrants from 46 schools
At this time, when person-to-person connection is so difficult, Prizmah is facilitating the connections that are enabling the field of Jewish day school education to endure and thrive. Prizmah-sponsored conversations have brought together professionals to discuss such critical topics as safety protocols, fundraising during an economic downturn, managing mental health needs, and scenario planning for the future of the field. The ability to share knowledge and wisdom—and to generate new insights together—is a necessary ingredient in sustaining both the present and future of our institutions, and my colleagues and I are grateful that Prizmah has taken the lead role in enabling this to happen.

—Michael A. Kay, PhD
Head of School, The Leffell School