

ATLANTA COMMUNITY REPORT



PRIZMAH
Center for Jewish Day Schools

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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.

Across North America, Prizmah is widely recognized for the value it brings to day schools. When the entire field began an unplanned and unprecedented experiment in adaptability, flexibility, and innovation last March, Prizmah provided the necessary support to help day schools step into this new world.

The work Prizmah does in each region and for each individual school is what brings strength to the entire field. In each city, on each campus, the evidence of Prizmah's support, guidance, and impact is clear. Here's just a taste of the work Prizmah has been doing in your community from January through October to ensure the future of Jewish education is stronger than ever.

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Thank you and the Prizmah team for all of the hard work and effort you put into making an excellent virtual conference! (My first one!) I meant what I said earlier, that I have truly felt the support of Prizmah this year in a strong way. Sometimes it is comforting just to hear I am doing something right, and other times it is helpful to have a shot of inspiration or hear creative ideas that other schools are doing. Professional development from the experts is always greatly appreciated, as it helps us grow in our job roles and expand our horizons. I loved hearing from colleagues in successful schools, and the donor perspectives were great as well. Thank you for continuing to steer the development ship! You and your team are amazing!!

—MARCY KALNITZ

Director of Development

Torah Day School of Atlanta



ATLANTA-AREA DAY SCHOOLS AND YESHIVAS

- Atlanta Jewish Academy
- CMCH – Chaya Mushka Children’s House
- Temima High School
- The Alfred and Adele Davis Academy
- The Epstein School
- The Weber School
- Torah Day School of Atlanta
- Yeshiva Ohr Yisrael, Atlanta

42 DAY SCHOOL LEADERS WERE ENROLLED IN 15 RESHET (NETWORKING) COMMUNITIES

- Admissions Professionals
- Board Leadership
- Day School Doctors
- Development Professionals
- Educational Technology Directors
- General Studies Leadership
- Heads of School
- Judaic Administrators
- Learning Specialists
- Mental Health and Wellness
- Music Teachers
- Orthodox Leaders
- Rituals from Afar
- School Counselors
- Senior Development Professionals

37 DAY SCHOOL REGISTRANTS FOR 13 GATHERINGS

Prizmah’s gatherings bring together professionals for intense shared learning opportunities over multiple sessions

- Admission Professionals Biweekly Check-ins
- Development Professionals Biweekly Check-ins
- Director of Technology Check-In
- EdTech Weekly Check-Ins
- Educational Leader Weekly Check-Ins
- Guidance Counselor Certificate
- Head of School Weekly Check-ins
- Judaic Administrator Biweekly Check-ins
- Judaic Professionals Retreat
- School Counselor Cohort
- Senior Development Professionals Online Retreat
- The Collaborative
- YOU Lead Yearlong Leadership Training Program



\$5,000 DISTRIBUTED TO ONE ATLANTA-AREA SCHOOL FOR COVID-19 RELIEF

Prizmah provided tuition assistance to support Jewish communal professionals impacted by COVID-19

68 DAY SCHOOL REGISTRANTS FOR 31 WEBINARS

Prizmah's webinars introduce experts from the field for one-time professional development opportunities

- All About the Jewish Community Response and Impact Fund
- Ask Me Anything: Development Fall Series- Socially Distant Donor Engagement and Stewardship
- Coronavirus and Implications for Navigating Your School's Student Enrollment and Parent Communications
- COVID-19: School Communication
- COVID-19: Financial Aid
- COVID-19: Marketing, Website, and Social Media Channels
- COVID-19: Recruitment & Retention
- Crowdsourcing about Coronavirus: Q&A for Educational Leaders
- Crowdsourcing the Coronavirus: Q&A for Heads of School
- Data-Informed Strategy: Using DASL to Power Admissions and Development
- Effective Practices for Engaging and Supporting Diverse Learners in a COVID-19 Virtual Environment
- Financial and Legal Issues Facing Day Schools in Light of COVID-19
- Fundraising in the Face of COVID-19
- Going Virtual: Crowdsourcing and Lessons Learned from SAR
- How We Increased Enrollment Inquiries during Remote Learning: Lessons from the Leffell School Admissions Office
- Keeping Graduates Close While Socially Distancing: An Alumni Engagement Roundtable
- Mental Health and Wellness: Paradigm Shifts for Your Context
- Navigating the Admission Process during COVID-19
- New Financial Implications of COVID-19 for Jewish Day Schools
- Retaining Students in Changing Times
- Rituals from Afar: Community Service
- Rituals from Afar: End-of-Year Celebrations
- Rituals from Afar: Graduations
- Rituals from Afar: Planning For the Fall Chaggim
- Rituals from Afar: Recess and Lunch
- Rituals from Afar: Student Activities: Clubs and Extracurriculars
- Rituals from Afar: Tefillah-Prayer
- Rituals from Afar: Use of Outdoor Spaces and Outdoor Education
- Rituals from Afar: Welcome Back to School
- Rituals from Afar: Yom HaShoah, Yom HaZikaron, and Yom HaAtzmaut
- Spring Pivot: Reframing Your Q4 Fundraising in Response to COVID-19

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

With your help, Prizmah can continue to serve the schools in your community and across North America. Please consider becoming a Friend of Prizmah* or joining our new Blue Diamond Giving Society to ensure that day schools can continue to thrive.

PRIZMAH'S BLUE DIAMOND GIVING SOCIETY

\$10,000 ▶ Builders (Bonim) בונים

- 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'aminim) מאמינים

- 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) תומכים

- 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) עמודים

- 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) אנשי חזון

- Recognition on Our Website and in Our Annual Report
- Complimentary Admission to a Prizmah Gathering
- Educational Briefings from Renowned Speakers
- Exclusive Annual Day School Investor Convening
- 10 Hours of Specialist Consultations or Professional Development for Your School
- Participation in Annual Visioning Meetings for the Future of Jewish Day School Education

To make your gift or for more information, please contact Hannah Olson at 646.975.2803 or hannaho@prizmah.org.

*Friends of Prizmah giving levels: \$1,800 Pioneers ▶ Chalutzim חלוצים; \$5,400 Partners ▶ Shutafim שותפים.

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When we were consumed with the thought of fundraising cancellations and uncompleted campaigns and no one knew what was ahead for our next fiscal year, Prizmah stepped up. Prizmah immediately set up weekly calls during the lockdowns, and we were able to have significant and meaningful conversations with our colleagues from across the country. And we knew we were all in this together. These calls were our lifeline then, and they still continue. Thank you, Prizmah.

— SUSAN GORDON MORAY
Chief Advancement Officer
Atlanta Jewish Academy

Your support of day schools continues to make quality Jewish education a reality. Thank you for all you do to support Prizmah and your community.