

2024



ADDLESTONE
HEBREW ACADEMY

20%

OVERALL INCREASE
IN ENROLLMENT

250K

IN MATCHING
FUNDRAISING DONATION

FIRST

IN JEWISH DAY SCHOOL
EDUCATION IN THE
LOWCOUNTRY

 **ANNUAL REPORT**



CORE MISSION AND VALUES



ACADEMIC EXCELLENCE

Through engagement and challenge, through collaboration and relationship-building with staff and peers, students are encouraged to develop their highest potential and a life-long love of learning.



DEVELOPMENT OF THE WHOLE CHILD

According to King Solomon, we must "teach every child according to their way." Cognitive, emotional, spiritual and physical development necessitate thoughtful framing of AHA's pedagogy.



IMMERSION INTO JUDAISM

More than just a religion, Addlestone students strive to achieve proficiency in Hebrew and a Jewish identity, connecting them to their history, the Jewish people, the land of Israel, and their future.



Mission Statement

Addlestone Hebrew Academy is a community of leaders and thinkers. Our day school provides an engaging and challenging education in general and Judaic Studies. Students achieve standards of excellence in a nurturing environment that embodies the richness of Jewish life.



LOVE OF TORAH AND PRAYER

Addlestone supports the building of personal and significant relationships to G-d and *B'nei Adam* (fellow humans) through prayer and *Middot* (character).



DERECH ERETZ

Ethical behavior is the core of Jewish teachings. Addlestone students are taught to increase their thoughtfulness about their behavior and awareness of the feelings of others.



AM ECHAD: RESPECT FOR DIVERSITY

Addlestone respects the diverse backgrounds, beliefs and practices of the Jewish community and takes great pride in offering a space where all Jewish families can collaborate.

LEADERSHIP FOREWORD

Dear Friends,

As we come to the close of what has been a truly remarkable school year, I want to express my gratitude for your unwavering support over the past school year. This year has been particularly special for me as it marked my first year serving as Addlestone's Head of School, and the kindness and warm welcome from the Addlestone community deeply touched me.

This past year we started the year with a theme, "Celebrating a Year of Positivity." While there have been challenges, every day we kept our focus on the glass being half full, and always seeing the good in all situations.

At Addlestone Hebrew Academy, we pride ourselves on being an inclusive community day school dedicated to educational excellence and Jewish values. I am thrilled to announce our new Hebrew language program, designed to deepen students' proficiency and connection to their heritage, and our exciting new drama program, which will encourage creative expression. As the school year ended, I am proud of our increased enrollment, reflecting our community's trust in our school. Despite many challenges, we successfully navigated them with the resilience of our faculty and support from our board of directors and parents. Our prayers continue for Israel's strength and protection. Wishing everyone a restful and enjoyable summer.



Rabbi Boruch Perton

Head of School



Dear Friends,

Having served as the chair of the board of our cherished Jewish day school over the past two years has been an extraordinary honor. Reflecting on my tenure, I am proud of the significant milestones we have achieved together. Leading the search committee to select a new head of school brought us a leader who shares our vision and values. Our efforts led to a remarkable 20% increase in enrollment, a testament to the dedication of our faculty, staff, and entire school community.

We established the first-ever retirement plan for our teachers and staff, leading to providing financial security and showing our commitment to their well-being. Additionally, we began to address our half-million-dollar deficit, ensuring a more stable and secure future for our school. The creation of Camp Shalom has provided new opportunities for Jewish summer camp for kids and contributed to our increased enrollment.

On a personal note, as a parent of four children who attend this school and a member of a family that helped establish it over 75 years ago, I have always felt a profound connection to its legacy and future. Rabbi Jonathan Sacks once said, "Education means teaching a child to be a responsible citizen. It means teaching them that they have a place in the world, that they matter, that they can achieve anything with enough effort and determination, that they must respect others even if they differ from them, and that they must give back to society."



These words encapsulate our school's mission. We are not just imparting knowledge; we are nurturing the next generation of Jewish scholars who understand their role in the world.

I extend my deepest gratitude to each member of the board, our exceptional faculty and staff, the devoted parents, and our vibrant community. Your support and dedication have made these accomplishments possible.

Thank you for the privilege of serving this remarkable institution. I look forward to witnessing the continued growth and success of our school in the years to come.

Shalom and thank you,

Libby Fox

Board Chair 2022-2024

Culture of Philanthropy

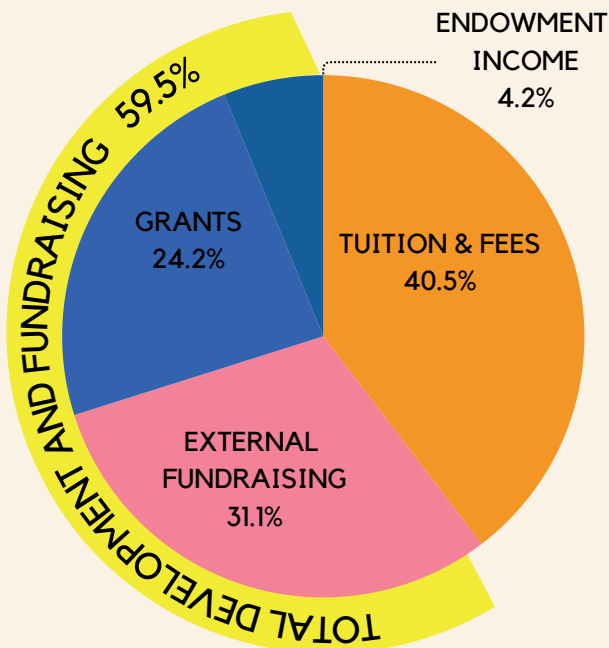


The world endures only for the sake of the breath of schoolchildren.

Talmud Shabbat 119b

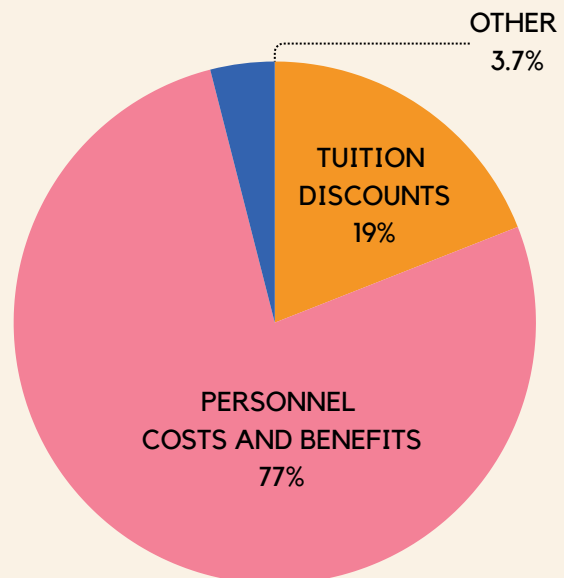
In order to continue to provide our students with the highest quality general and Jewish education, enriched with comprehensive academic and extracurricular programs, we rely on the generosity of our community. Our supporters help us maintain small class sizes, attract and retain dedicated teachers, and offer a wide range of resources and opportunities that go beyond what tuition, alone, can support. By raising additional funds, we can continue to foster an environment where our students can continue to learn, thrive and grow.

OPERATING INCOME



Tuition & Fees	\$704,431
External Fundraising	\$542,000
Grants	\$421,000
Endowment Income	\$110,000

OPERATING EXPENSES



Personnel Costs and Benefits	\$1,800,000
Tuition Discounts (Tuition Assistance, Staff/ Professional/Multichild Discount)	\$597,000
Other (Building, security, supplies, etc.)	\$93,000

Fundraising

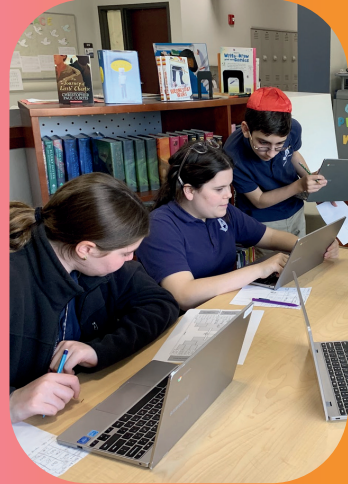
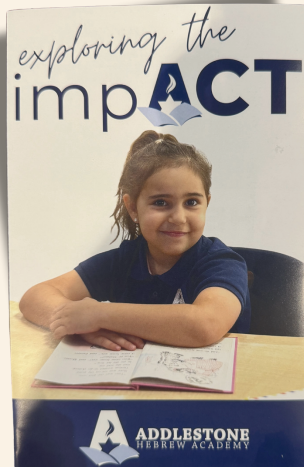
*The Addlestone impACT: Making a difference in our children's lives.
One day at a time. One student at a time.*

This year's Friends of the Academy Annual Campaign departed from the traditional family feature, and, instead, highlighted the many recent successes of Addlestone Hebrew Academy: from a steep enrollment increase to a successful inaugural summer at Camp Shalom.



\$525,000

The **SUBSTANTIAL INCREASE** was stimulated, in part,
by the \$250,000 matching donation.



Laughing into the Future Gala



This year's gala was a one-of-a-kind success focused on Addlestone's impressive growth and expansion. With special guest chef **Donny Leang** of TenZan Manhattan, the hilarious American-Israeli comedian **Joel Chasnoff**, the debut of our "**Giving Tree**," and a spirited **paddle raise**, it was an unforgettable evening. We savored delicious omakase and yakitori, shared laughter and "I'chaims," and opened our hearts to give back.



Total Revenue
\$248,000
\$160,000 Net Profit



67% INCREASE

22-23 Gala

\$148,000

23-24 Gala

\$248,000

SILENT AUCTION
4.2%

GIVING TREE
6.7%

PADDLE
RAISE
20.9%

TICKETS AND
SPONSORSHIPS
68.2%

Paddle raise stimulated by
\$25,000 dollar-for-dollar match.



Growth & Expansion

TOTAL STUDENT ENROLLMENT

FALL 2022

103

FALL 2023

124



20%
OVERALL
INCREASE

With a growing waitlist and heightened interest in the Addlestone EC Program, **AHA officially opened a second Tiny Tots classroom** on September 18, 2023 in addition to the **second EC-2 classroom**.



In advance of the upcoming school year, we were proud to connect with prospective families from across the community during our new recruitment initiatives, open house and community-wide vendor events.

Print and Digital Marketing Initiatives: including a new “Focus on Excellence” series highlighting academic excellence, and print advertising in the Post and Courier’s *Lowcountry Parent*, inside cover of 2024 KKBE Blue Book Directory, *Charleston Moms*, among others.

New Family Referral Incentive

\$1800 tuition credit to referring family

2023 Chanukah Fair

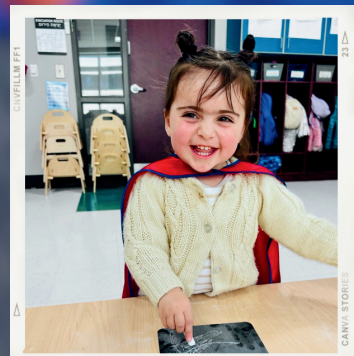
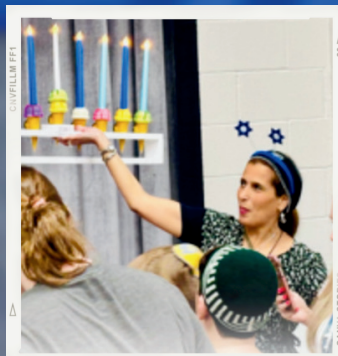
Community-wide open house; 275 attendees

2023 Chanukah in the Square

In collaboration with Chabad of the Lowcountry

2024 Purim in the Bend

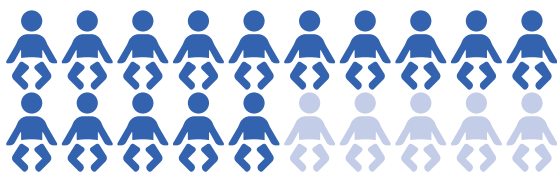
In collaboration with KKBE



WAITING FOR MY AHA MOMENT

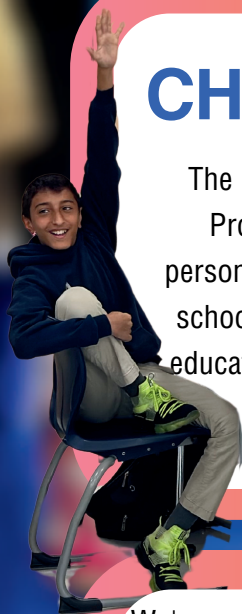
The “Waiting for My AHA Moment: Baby and Me” classes provided a fun and interactive preview of our EC program for prospective families with children 0-24 months. The monthly program, led by EC Director, Jen Eisenhart included themed songs, books, engaging crafts, story time, movement, and more centered around Jewish values and holidays.

OUTCOMES



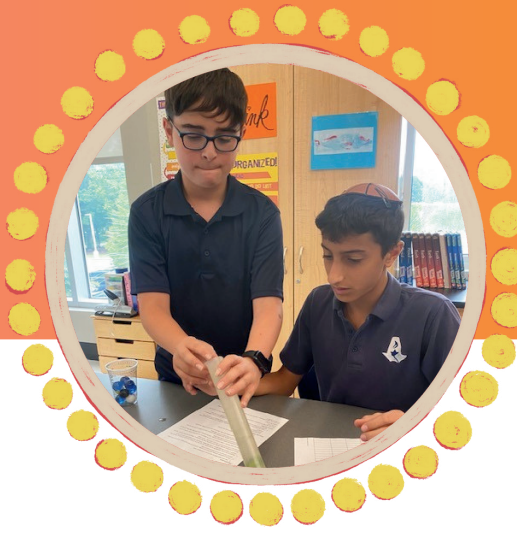
CHADASH TRACK

The introduction of the New Opportunities Program, or “Chadash Track” includes personalized support to help incoming middle school students, who are new to day school education, bridge any gaps. It also includes a **\$5000 tuition credit to incoming middle school students.**



We've updated our branded items to enhance tours with prospective families and vendor events. New products include AHA backpacks, "waiting for my AHA Moment" infant onesies, lighted pens, folders, water bottles, and more!





FOCUS ON ACADEMIC EXCELLENCE

During the 2023-2024 school year, our students continued to excel and consistently surpassed the standards of both private and public schools across the nation.



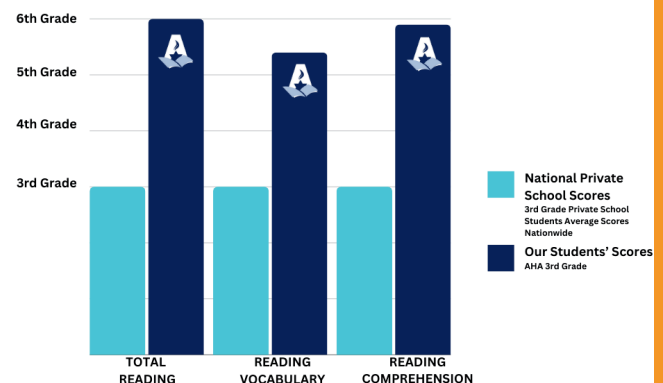
DUAL LANGUAGE PROFICIENCY



Only two months into the school year, first grade students were reading up to a second-grade level and surpassing national expectations reading between 69-113 words per minute. Students continued to excel in both English and Hebrew literacy throughout the year.

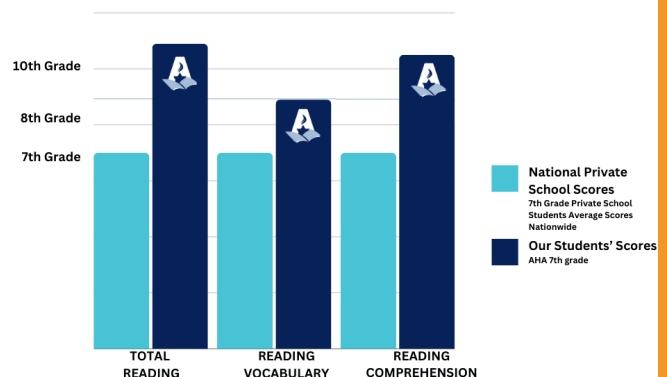
3RD GRADE MEDIAN GRADE EQUIVALENTS

Compared to 3rd Grade Private School Students Tested Nationwide
Stanford 10, 8th Edition



7TH GRADE MEDIAN GRADE EQUIVALENTS

Compared to 7th Grade Private School Students Tested Nationwide
Stanford 10, 8th Edition



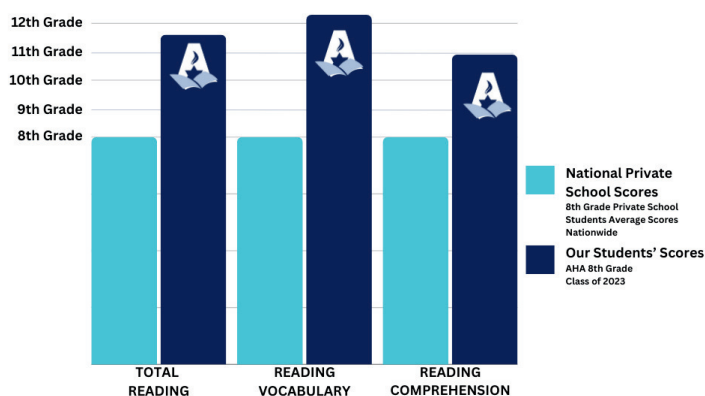
SECOND PLACE OVERALL IN SCISA REGIONAL SPELLING BEE

Scoring only two points behind the first place winner, Addlestone won second place at the SCISA Spelling Bee. Aviva C. won 1st place across all 7th grade competitors, David P. won 2nd place across all 3rd grade competitors, and Liam K. (8th grade) and Liat C. (4th grade) scored in the top 10 in their age brackets.

READING

AHA 8TH GRADE READING SCORES

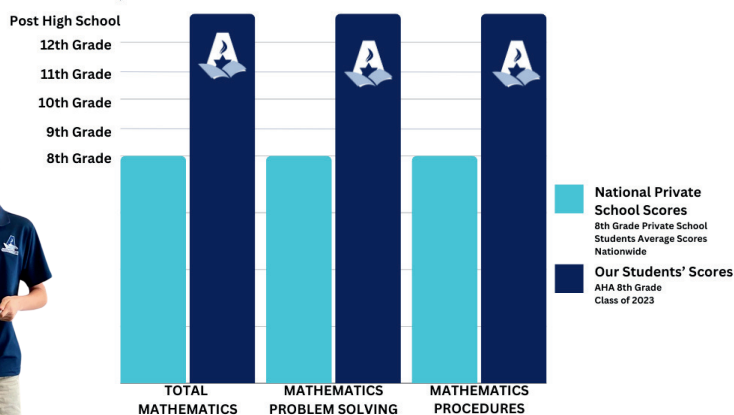
Compared to 8th Grade Private School Students Tested Nationwide
Stanford 10, 8th Edition



MATHEMATICS

AHA 8TH GRADE READING SCORES

Compared to 8th Grade Private School Students Tested Nationwide
Stanford 10, 8th Edition



HIGH SCHOOL READINESS



Our middle schoolers consistently surpass national private school standards, with 8th graders gaining high school credits in Spanish and Algebra I, while developing a deep understanding of math foundations.

CHARLESTON JEWISH FEDERATION LITERATURE COMPETITION WINNERS

Middle school submissions to the 2023 Creative Arts and Literature Competition, Shattered Voices: The Legacy of Kristallnacht placed top.



Endowments

We are profoundly grateful to our community members who generously contributed to our Endowment Fund, going above and beyond their support for the Friends of the Academy Campaign. Your generosity guarantees a vibrant Addlestone experience for generations to come.

CURRENT BALANCE \$2,700,000
GENERATING ROUGHLY \$110,000 ANNUALLY



Addlestone Hebrew Academy Endowment

Addlestone Hebrew School Trust
Endowment Fund

“Chesed”: Mildred and Joseph Firetag
Scholarship Fund

Fischbein Family Fund for AHA

Gilston Family Fund

Janice and Ellis Kahn Endowment

Judith and Melvin Solomon
Endowment for Addlestone



Leah and Philip Chase Fund for Israel Education

Marisha and Jack Kahn Assistance Fund

Mordenai Hirsch Scholarship Fund

Rabbi David and Barbara Radinsky AHA Fund

Richman-Cohen Endowment for AHA

Steve and Julie Ziff Fund

William Ackerman Endowment

Zucker Family Endowment for AHA

New in 2024



VSHINANTAM LVANECHA Mezuzah Campaign

\$30,000
Projected Revenue

Launched on April 7, 2024,
the “Vshinantam L’Vanecha”
(*And You Shall Teach Your
Children*) campaign will
include a dedication of each
classroom door mezuzah at
\$540 per classroom door.



PARNES HAYOM Day of Learning Campaign



\$20,000
Annual Projected Revenue

The “Parnes Hayom” (Learning
Supporter) campaign allows our
supporters to dedicate a day, week,
or month of learning in honor or
memory of a loved one.

