



SOWING THE SEEDS
— OF —
ABUNDANCE

A CAPITAL CAMPAIGN FOR THE SHEFA SCHOOL



THE SHEFA SCHOOL

is unique among its peers: a Jewish day school that offers students with language-based learning disabilities a place to grow, thrive, and reach their full potential. We welcome our students with open hearts and outstretched hands, empowering them to become active, joyful, lifelong learners; critical thinkers; kind and responsible individuals; and contributing members of the Jewish community and the broader world.

“TEACH A CHILD ACCORDING
TO HIS OR HER WAY.”

חֲנֹךְ לַנֶּעַר עַל־פִּי דַרְכוֹ


(PROVERBS 22:6)



DEAR FRIENDS,

When we opened the doors to the Shefa School in 2014, I never could have imagined how quickly we would grow. In my previous role at the JCC Manhattan, I frequently heard from families whose children were struggling to succeed in a Jewish educational setting because of their learning differences. They were being forced to choose between a Jewish day school or a secular education in order to meet their children's unique needs. These families deserved better, and I knew that if we put together a top-notch team using proven educational interventions in a Jewish environment, it would be a formula for success.

Opening the school with 24 students was a seemingly impossible dream, but we quickly realized that we had struck a chord. We promised our families that we would celebrate their children's *shefa*—their abundance—and give them a joyful academic experience by meeting



them where they were. Seven years later, we have made good on all that we promised to do, and the Jewish world has taken note.

We have increased our student population sevenfold and still have a long waiting list. We have seen tremendous progress in students' reading and math scores. Our eighth grade graduates are earning rave reviews at a diverse array of Jewish and secular high schools. We frequently hear from other Jewish day schools throughout the country who want to replicate our formula. **And so it is clear: The Shefa School must continue to grow.**

In order to make this possible, we launched "Sowing the Seeds of Abundance: A Capital Campaign for The Shefa School." The campaign will allow us to achieve four significant goals: to serve more students; to offer a more robust experience by enhancing our physical space; to formally establish the Shefa Center, a teaching lab for Jewish special educators and administrators; and to create an endowment to ensure our abundant future.

We have found our new home! The building, which is located in the heart of Manhattan, exceeds our wildest expectations, and we are planning to begin using it in Fall of 2022. We need your support to make this possible. In helping to grow the Shefa School, you will be sowing the seeds for the next generation of Jewish learners and leaders. Please join us in celebrating their abundance!

Warmest regards,

ILANA RUSKAY-KIDD
FOUNDER AND HEAD OF SCHOOL





Growing Our FOOTPRINT

Serving many more students and
enhancing our physical space for a
more joyful and robust experience.

"EACH CHILD
BRINGS THEIR
OWN BLESSING
INTO THE
WORLD."

(TALMUD, NEDARIM)

MORE STUDENTS

The Shefa School has reached maximum capacity at our current home. With an extensive waitlist each year and a growing demand for our program, there are simply not enough classrooms for the number of students we could be serving. With a larger facility, we can serve over 300 students while still providing individualized instruction, a 3:1 student-to-teacher ratio, and the wide variety of services and supports our students need to flourish and thrive.

NEW SPACES

We set out to find a larger space with upgraded amenities that would allow us to enhance our students' experiences. We envisioned a full-sized gym, a cafeteria, and a large gathering space for programming and celebrations. We wanted to find a location with outdoor access so students could breathe fresh air and recharge their minds, while also allowing for the kind of small group learning that is critical to our educational approach. We knew that a building that met each of these criteria would permit us to bring the whole school community together more often and in more meaningful ways, building connection and bringing more joy inside (and outside!) of our walls.

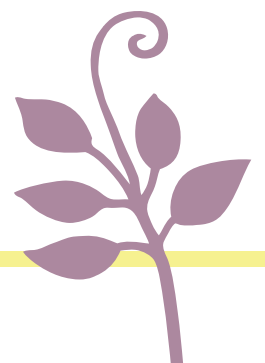




THE SEARCH FOR OUR NEXT HOME

The Shefa Board was thoughtful and thorough when setting out to find a new location for the school.

Extensive preparation included a feasibility study conducted by Dattner Architects and a robust search process spearheaded by commercial real estate firm JLL. We also convened a group of Shefa parents and friends with professional experience in real estate to lend their ongoing expertise to the project.





Drawings are preliminary and are subject to change.

Our Next Home

WELCOME TO 17 WEST 60 STREET!

Our new home is centrally located just one block from Central Park, Columbus Circle, and the Time Warner Center. This convenient location is easily accessed by bus, subway, train, and car, making it ideal for our families. The attractive building retains much of its original appearance and charm, while at the same time offering modern amenities like an outdoor roof deck which will house a play yard and a garden. New York City will also provide a unique classroom and playground for our students when we access the unparalleled cultural institutions such as Central Park, Lincoln Center, The Museum of Art and Design, and numerous libraries that are all within a few blocks' radius.



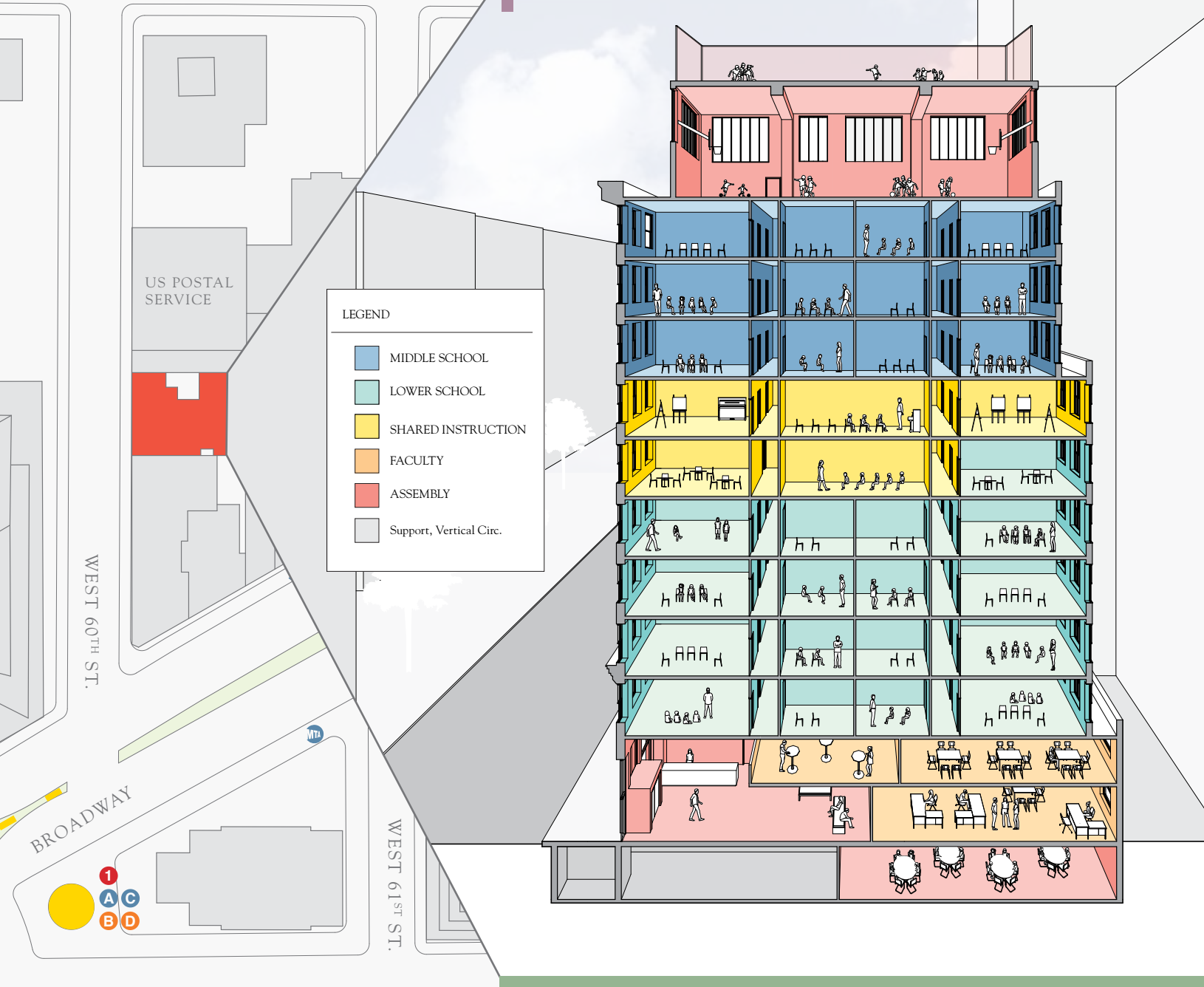
A stylized map of Midtown Manhattan, New York City. The map shows a grid of streets including 9th Avenue, Columbus Avenue, 8th Avenue, Broadway, West 57th St., and West 58th St. A large, light green rectangular area is highlighted, representing the site of the Shefa School building. To the right of this area, the Mandarin Oriental Hotel and the Time Warner Center are labeled. At the bottom right, Columbus Circle is shown as a circular green area with a central square. A yellow line with a red '1' and blue 'A', 'C', 'B', and 'D' markers indicates the subway route and stations near the building site. The text 'SPACIOUS UPGRADES' is overlaid on the map in a dark blue serif font.

SPACIOUS UPGRADES

The 11-story building will be occupied exclusively by The Shefa School and will accommodate 325 students, nearly double the number we are currently serving. It will be a “vertical campus” with the Lower School situated on the lower floors and the Middle School on the upper floors. The Shefa Center and a combined gymnasium/auditorium will also be housed within the building. Administrative offices and conference rooms will be housed on the ground floor, whose look and feel reflects the building’s historic pedigree. The cafeteria, which will feature a full catering kitchen capable of feeding all students and faculty, will be located in the basement. The building will feature state-of-the-art technology to best serve our students' needs.

Our Next Home

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DYNAMIC ENVIRONMENT

Building out the interior of the school to meet our needs will allow us to customize the space in a way that perfectly complements the teaching techniques we have honed over the past many years. Each school floor will feature four classrooms, plus breakout areas for small group learning. Administrative offices will be situated throughout these floors, allowing faculty and students to continue growing their camaraderie and trust. Large windows on the lower floors will create light, airy classrooms, and the generous city views on the higher floors will no doubt inspire young learners with a sense of curiosity and possibility.

Our Next Home

ACTIVITY SPACES

Among the most exciting amenities the new building will provide is a combined gymnasium and auditorium. With the full-sized gym, Shefa can explore many new opportunities for students, such as expanding the afterschool sports program and offering the opportunity to play in sports leagues. Using this same space for whole-school and community gatherings will deepen our ability to create connection within our larger community by allowing us to celebrate Shabbat and holidays together, host performances and graduations, and learn and play with one another.



Growing Our **IMPACT**

Launching the Shefa Center to share our unique methodology with Jewish day schools across the country.

SHARING OUR EXPERTISE

Since its inception, Shefa has become a resource to the Jewish educational community. Over the past six years, we have seen a significant increase in demand for our support and consultation, and we are connected to 1,000+ educators in mainstream Jewish day schools who are looking to meet the needs of diverse learners in their own settings. While there are other organizations that seek to build the awareness and capacity of other Jewish day schools, we are the only school that develops and implements these best practices on a daily, whole-school basis.



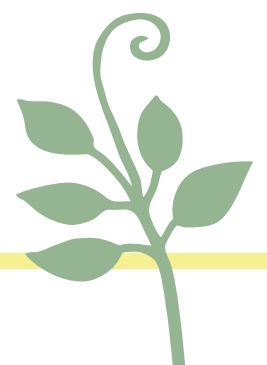


INTRODUCING THE SHEFA CENTER

With this campaign, we will formally establish The Shefa Center—a hub for professional development, consultation, partnership, and training—designed to empower and equip Jewish educators and catalyze change in Jewish day schools. The Shefa Center will not only function as a “lab school,” but also as a training ground for Jewish special educators, who can serve our own school and others, creating a much-needed talent pipeline. With The Shefa Center permanently ensconced in its own dedicated space in our new building, we envision expanding our current programming to serve more educators and administrators, offering more opportunities for convenings, and adding a resource library. We will also utilize technology to share our programming more broadly.



With The Shefa Center as a resource, many more children will blossom and thrive in mainstream Jewish day schools. As schools expand their capacity to support diverse learners, student success and retention will increase. The Shefa Center stands to make a significant impact on the field by training hundreds of teachers, who will impact thousands of students with learning disabilities enabling them to grow and flourish in their local mainstream Jewish day schools.





I am now able to comprehend what I read effortlessly. I have learned how to manage my time and my friends.

I have learned how to manage my time and my friends. I have learned how to manage my time and my friends.

I have learned how to manage my time and my friends. I have learned how to manage my time and my friends.

During my time at school, my friends and teachers helped me a lot. I was anxious but already the first day I met my soon to be best friends.

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I was not going to school. I was not going to school. I was not going to school.

I was not going to school. I was not going to school. I was not going to school.

I was not going to school. I was not going to school. I was not going to school.

I was able to make friends and have fun. I was able to make friends and have fun.

I was able to make friends and have fun. I was able to make friends and have fun.

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Growing Our ENDOWMENT

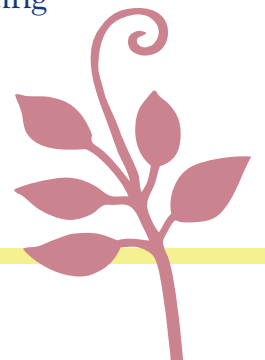
Ensuring our ongoing financial health so we can serve future generations of diverse learners.

"I FOUND A
FRUITFUL WORLD,
BECAUSE MY
ANCESTORS
PLANTED IT FOR ME.
LIKEWISE I AM
PLANTING IT
FOR MY CHILDREN."

(TALMUD, TAANIT 23A)

SAFEGUARDING OUR FUTURE

As we grow, we must act as fiscally responsible stewards of our one-of-a-kind school to ensure its long-term solvency. 10% of the monies raised through the capital campaign will be earmarked for a new endowment fund for Shefa, ensuring that this most precious resource is available to Jewish children for generations to come. The Shefa School is a project of the Jewish community. What benefits our students also benefits their families, their communities, and all Jews. Simply put, supporting Shefa is an investment in the future health and prosperity of the Jewish people.





JOIN US IN THE CAMPAIGN FOR THE SHEFA SCHOOL

We welcome you to make a real and lasting difference in the lives of our students and families, educators, and the Jewish community as a whole. Shefa was built on a dream to create a home where all students feel understood, successful, and celebrated. With your leadership and support, we can continue to grow.



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