

# 20% OF OUR TZEDOKOH FOR OUR SCHOOLS


**LET'S MAKE CHINUCH  
OUR COMMUNITY'S  
PRIORITY.**

חומש  
לחינוך

**20%**  
FOR OUR SCHOOLS

**JOIN TODAY.**

**SEE INSIDE FOR SIGN-UP BONUS DETAILS.**



Following Rabbi Lieberman's announcement regarding our communal obligations to help address the severe financial challenges affecting all our local schools, the shul is joining the NW London Chomesh L'Chinuch communal initiative.

**Members are not being asked to donate more Tzedokoh** - but rather to allocate 20% of their total annual Tzedokoh to our shul's own Chomesh L'Chinuch fund. These funds will then be exclusively allocated to the local schools which our own kehilloh's children attend. **This initiative is to support the schools that the children of our kehilloh attend.** Each contribution is a critical investment in our community's future.

## ⦿ **Why is our schools' financial situation so challenged?**

A combination of slashed real-terms government funding, additional indirect payroll costs and increased cost of Ofsted compliance have created severe financial challenges on top of the existing £7,000,000 annual schools' shortfall. This is causing staff redundancies and reductions in programmes and resources.

## ⦿ **Am I required to give more Tzedokoh?**

No. This new initiative does not request that you increase your already generous existing total Tzedokoh contributions. Rather, every member is encouraged to allocate an appropriate percentage (preferably 20%) of their annual Tzedokoh donations to the EAYC Chomesh L'Chinuch fund.

## ⦿ **How are the funds allocated?**

The funds will be solely distributed amongst the schools attended by the kehilloh's children, based on to the number of the kehilloh's children attending each school. However, if you wish, you may specify which local schools (and their percentage allocation) should receive your donations.

A background image showing a person's hands writing in a notebook with a pen. The image is slightly blurred and has a blue tint.

## © **Can I donate directly to the schools, and not via the Shul fund? What are the benefits of donating via Chomesh L'Chinuch?**

Precedents from other fund raising activities clearly demonstrate that a structured communal response to a communal challenge has far greater success. Additionally, if a significant majority of our EAYC kehillah join Chomesh L'Chinuch, then other kehillahs will be strongly encouraged to emulate the success and join the initiative. This will help us meet the NW London Chomesh L'Chinuch initial target of £1,000,000 per annum for our schools.

## © **As a parent already donating to my school, what are my obligations?**

As a member of the kehillah, one is halachically obligated to support your local schools, even if one has made voluntary contributions. Especially, as for all schools whether state-funded or not, the requests per pupil simply do not cover the costs of education per pupil.

## © **How is this initiative being rolled out in North West London?**

Chomesh L'Chinuch was successfully launched in GGBH (2015) and adopted by Hendon Adass, Beis Hamedrash Beis Shmuel and Dayan Ehrentreu's kehillah. Since inception, it has distributed over £511,000 to local schools. Chomesh L'Chinuch aims to expand to all the NW London kehillahs and raise over £1,000,000 per year for our local schools.



## © **Are my donations confidential?**

Your donations to Chomesh L'Chinuch are completely confidential. Neither the shul office nor the EAYC Chomesh L'Chinuch representatives have knowledge of the amounts that you are donating to Chomesh L'Chinuch.

## © **As a reasonably affluent community who donate substantial sums to Tzedokoh, are our schools not already receiving a significant amount of support?**

Unfortunately this is not the case. Our research indicates that over 80% of our NW London community give less than 10% of their total Tzedokoh allocation to local schools (excluding voluntary contributions). Given our schools' £7,000,000 annual shortfall, this share is clearly far too low and damaging the chinuch of our children. If everyone in the NW London community was to donate 20% of their Tzedokah to our schools, this would significantly address the annual shortfall and enable us to deliver the best chinuch possible to the children in our community.

# NOW'S THE TIME TO JOIN

- ⦿ **Each new Standing Order will receive a £500 sign-up bonus allocated to a school of your choice.**
- ⦿ **If the Standing Order is from a new BEST Charity Account, BEST will increase the bonus by an additional £250!**

Thanks to our sign-up bonus sponsors:  
Delapage, BEST and Achisomoch.

---

The sign-up bonus is applied to standing order of £50 per month or more. Please email [eayc@chinuch20.org](mailto:eayc@chinuch20.org) with your allocated school to receive your bonus once you have set up your standing order.

The sign-up bonus offer is available until June 2019 and whilst sponsorship funds are available. You will be notified upon application if the bonus incentive is still available.

Visit [www.togetherworksbest.org](http://www.togetherworksbest.org) to sign up for BEST charity account.

# HOW DO I JOIN CHOMESH L'CHINUCH?

We would encourage you all to join this programme by setting up a regular monthly payment, as this will ensure that our schools can receive a regular income and plan their budget and teaching resources accordingly.

To join Chomesh L'Chinuch, please follow two easy steps: **Set-up** and **Inform**

## 1 Set-up Your Regular Donation

### ● Contact Your Bank or Charity Voucher Company

To instruct them to setup a donation or a monthly standing order to be credited to Chinuch 20 Ltd (or for Charity Voucher companies, make payable to "EAYC CLC")

- Sort Code 23-05-80, Account Number 28274319
- Using Reference "EAYC CLC (and your name)"

Attention Achisomoch clients – you may email them to set up 'Percentage Standing Order', whereby your chosen percentage (eg 20%) of your future deposits to Achisomoch are automatically transferred to EAYC Chomesh L'Chinuch.

### ● Use the Chomesh L'Chinuch Standing Order Form

Alternatively, you may use the Chomesh L'Chinuch standing order mandate form as enclosed and also available on [www.chinuch20.org/eayc](http://www.chinuch20.org/eayc). Please complete, sign and send to Chomesh L'Chinuch (see address below) or you can send directly to your Bank/Charity Voucher company.

### ● For cheques/vouchers or written enquiries to Chomesh L'Chinuch (CLC)

Cheques should be made payable to "Chinuch 20 Ltd" and can be sent to our postal address: EAYC CLC, c/o Achisomoch, 35 Templars Avenue, NW11 ONU

## 2 Inform the Chomesh L'Chinuch office

Once you have set up your donations, please email [eayc@chinuch20.org](mailto:eayc@chinuch20.org) to inform the Chomesh L'Chinuch office that you have set up your donations for EAYC Chomesh L'Chinuch.

You may include in your email, the guidance to Chomesh L'Chinuch, to distribute your donations to specific school(s). Please inform us which school(s) and what percentage. Otherwise your donation will be allocated as part of the general EAYC Chomesh L'Chinuch fund to the schools based on the number of our member's children attending the local schools. If you qualify for the £500 (or £750) sign-up bonus offer, please inform us which school you wish to allocate the bonus.

# Quotes from Governors at local Primary and Secondary Schools.

We know that the EAYC community will understand the challenges BSPS is currently facing. We are aspirational with the school's learning objectives but the economic environment is increasingly challenging. We view the CLC programme as part of the solution and hope the Kehillah will embrace the scheme and prioritise their tzedakah allocations accordingly. We are very grateful for all the support provided from EAYC since our establishment and look forward to benefiting from the results of this new initiative in the future. We take pride in our ongoing partnership and see the shul's active participation in the CLC scheme as another vital step on the path to our joint success.

- Daniel Wynne, Trustee of Beit Shvidler Charitable Trust

At a time when funding shortfalls mean schools across the country are struggling financially, the work of Chomesh L'Chinuch, galvanising the community to support their local Jewish Schools, is a G-d send. At Hasmonean we are already having to make difficult educational decisions to balance budgets, meaning every penny raised by Chomesh L'Chinuch goes to providing a better educational outcome and allows us to retain and pay our teachers.

- Mr. Jonathan Feinmesser, Hasmonean Governor - Head of Finance Committee, Trustee of the Hasmonean High School Charitable Trust

I would like to thank everyone involved in the wonderful initiative of Chomesh L'Chinuch which goes a long way to improving our ability to keep our school running. Wishing you and all of your supporters hatzlocho in all your efforts.

- Mr. Richard Denton, Governor, Noam Primary School

Chomesh L'Chinuch is a wonderful initiative, highlighting the need for a keen focus on funding education in our community in a organised and central way. Helping to tackle the increasing shortfall from central and local government funding.

- Mrs. Hayley Phillips, Governor, Menorah Foundation School

**LET'S MAKE CHINUCH OF OUR  
KEHILLOH'S CHILDREN BECOME OUR  
KEHILLOH'S PRIORITY.  
JOIN TODAY.**