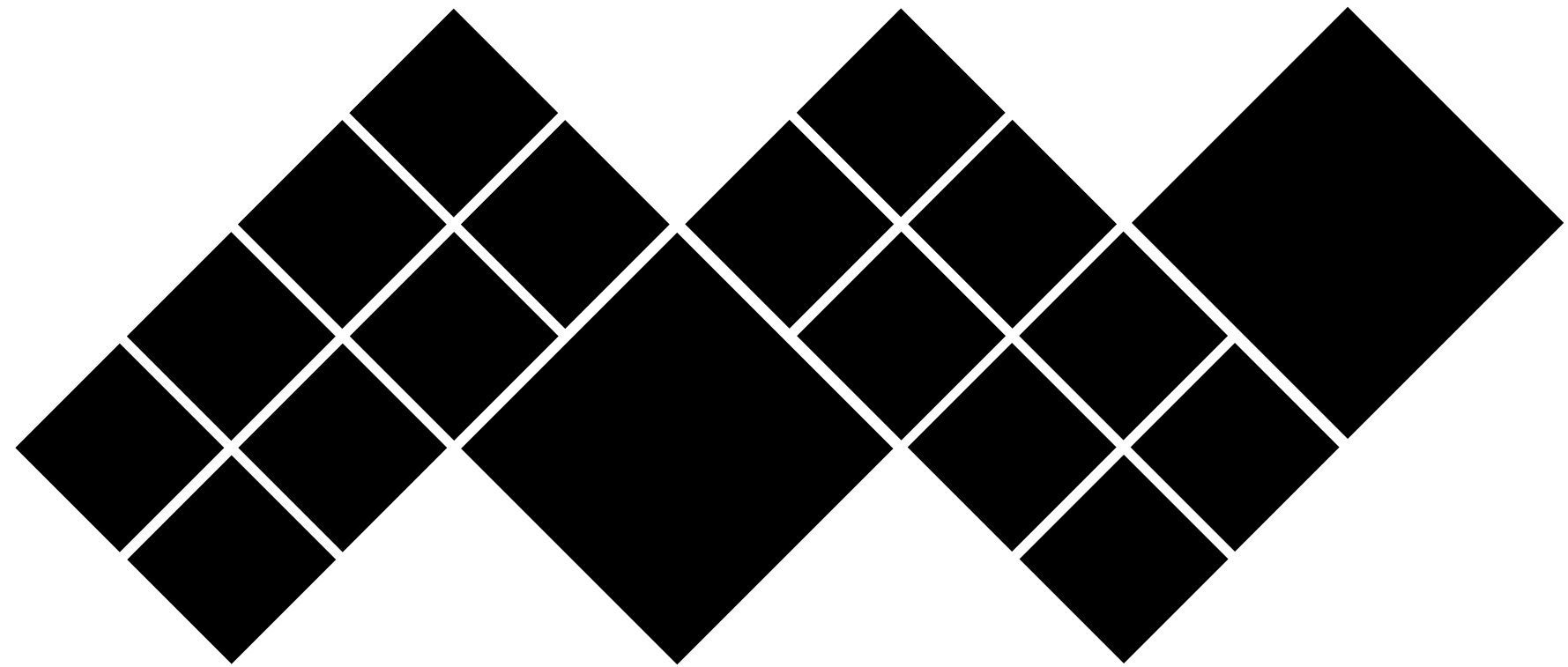


AMIT KFAR BATYA





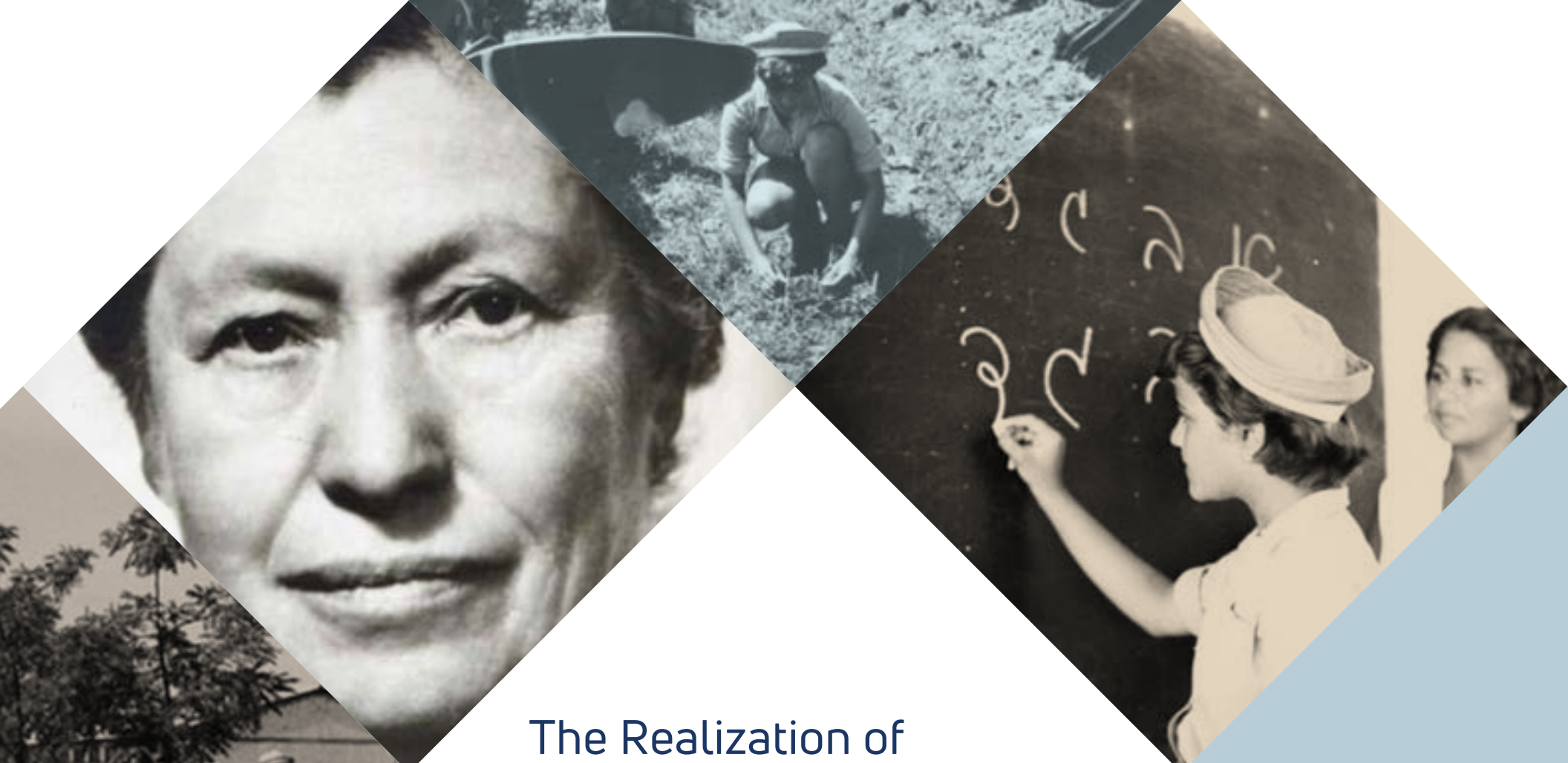


Your Enduring Gift to Israel.

The AMIT Kfar Batya campus is a once-in-a-generation opportunity to seed the minds that will forge Israel's future—your everlasting gift to our shared nation.

We welcome you to become an essential part of AMIT's new educational campus and headquarters for innovation, located in the heart of Ra'anana, Israel. At the AMIT Kfar Batya campus, your family or foundation can secure an indelible place in Israel's history.



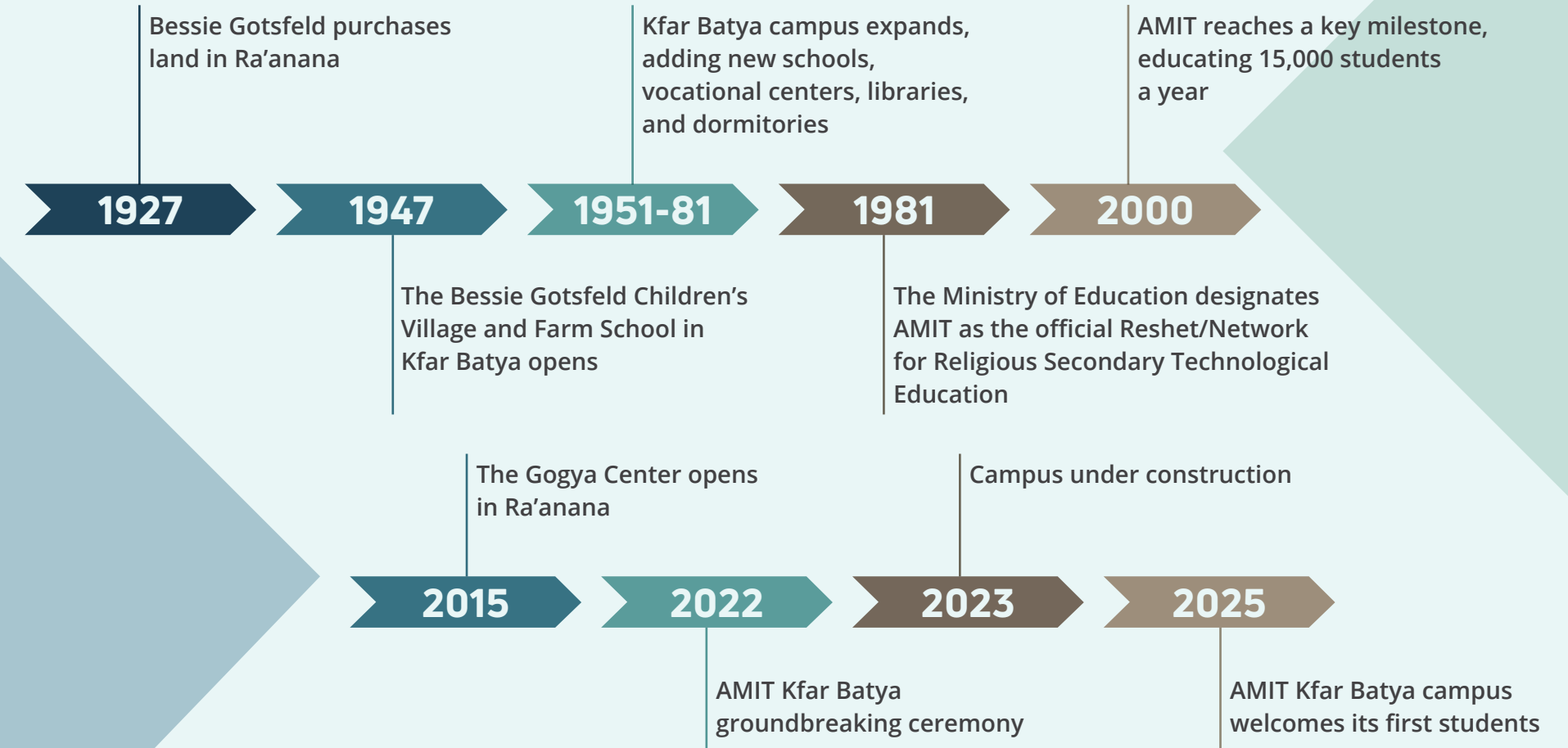


The Realization of Bessie's Dream

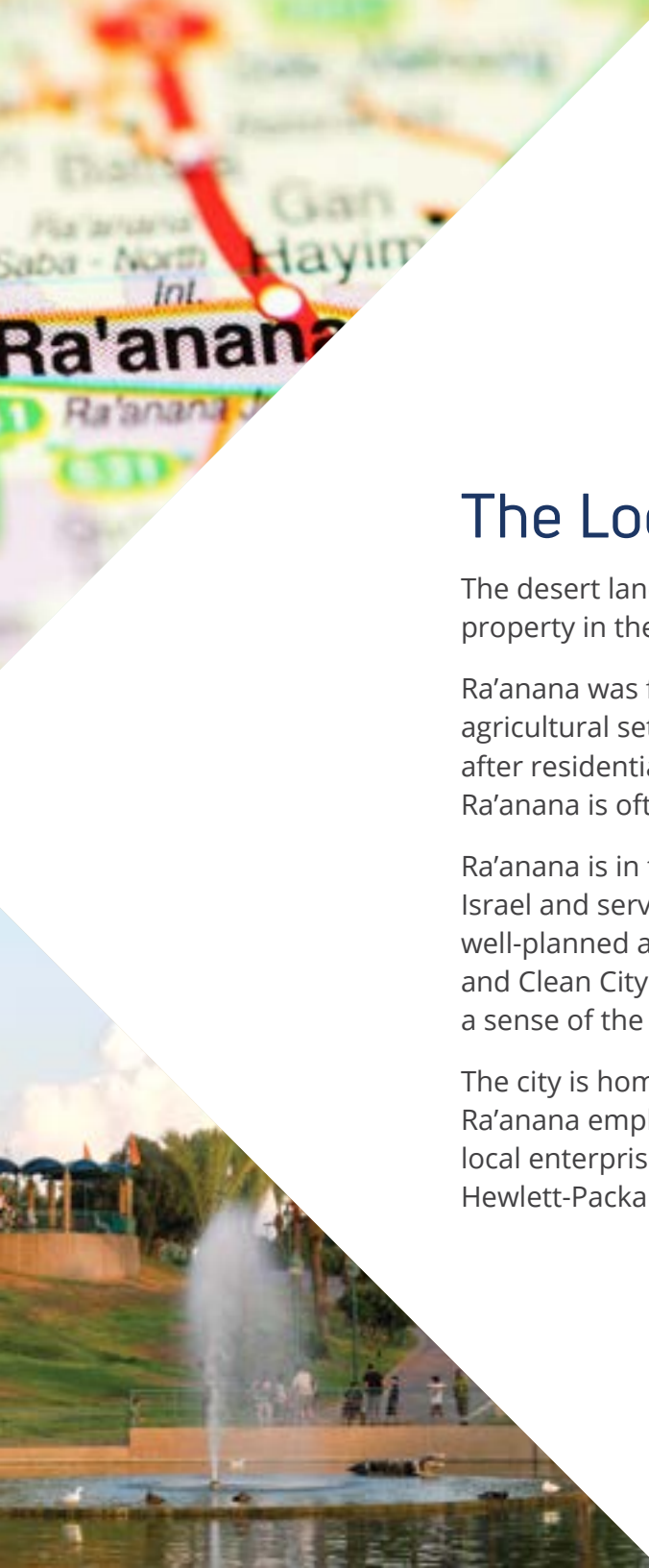
Bessie Gotsfeld, visionary founder of American Mizrahi Women, traveled to pre-state Palestine to purchase an undeveloped piece of land. Her mission: to support the new Jewish settlement by increasing the educational opportunities for all the children of Israel.

In 1933, the Bessie Gotsfeld Children's Village and Farm School—known as AMIT Kfar Batya—opened. With this school, the reality of AMIT's 100-year mission began.

AMIT: The First 100 Years



AMIT's next 100 years start now.
Join us to endow this incredible future.



The Location: Ra'anana, Israel's Model City

The desert land that Bessie Gotsfeld purchased 100 years ago is now highly prized property in the center of the city of Ra'anana.

Ra'anana was founded in the 1920s by a group of immigrant New Yorkers as an agricultural settlement. Today it has evolved to become one of the most sought-after residential locales in the country. With a thriving population of 80,000, Ra'anana is often referred to as Israel's perfect suburb.

Ra'anana is in the heart of the southern Sharon Plain of the Central District of Israel and serves as a bedroom community for Tel Aviv. The "Pearl of Sharon" is well-planned and well-managed and has won awards for being the Most Beautiful and Clean City. The lack of skyscrapers and abundance of public parks maintain a sense of the rural village it once was.

The city is home to an upper-middle-class population and high-tech start-ups. Ra'anana employs thousands, and its industrial park is home to both innovative local enterprises and the Israeli headquarters for global giants such as Microsoft, Hewlett-Packard, SAP, Texas Instruments, and many others.





The AMIT Kfar Batya SmartCampus

Embodying Gogya Innovation

In 2014, AMIT launched a new methodology called Gogya, derived from the Hebrew term for pedagogy. Gogya began as a vision to change Israel's education system through a 21st-century education approach focused on responding to economical, technological, and societal shifts. Gogya emphasizes creativity, curiosity, teamwork, flexibility, and critical thinking, setting up Israel's children to succeed in an ever-changing world.

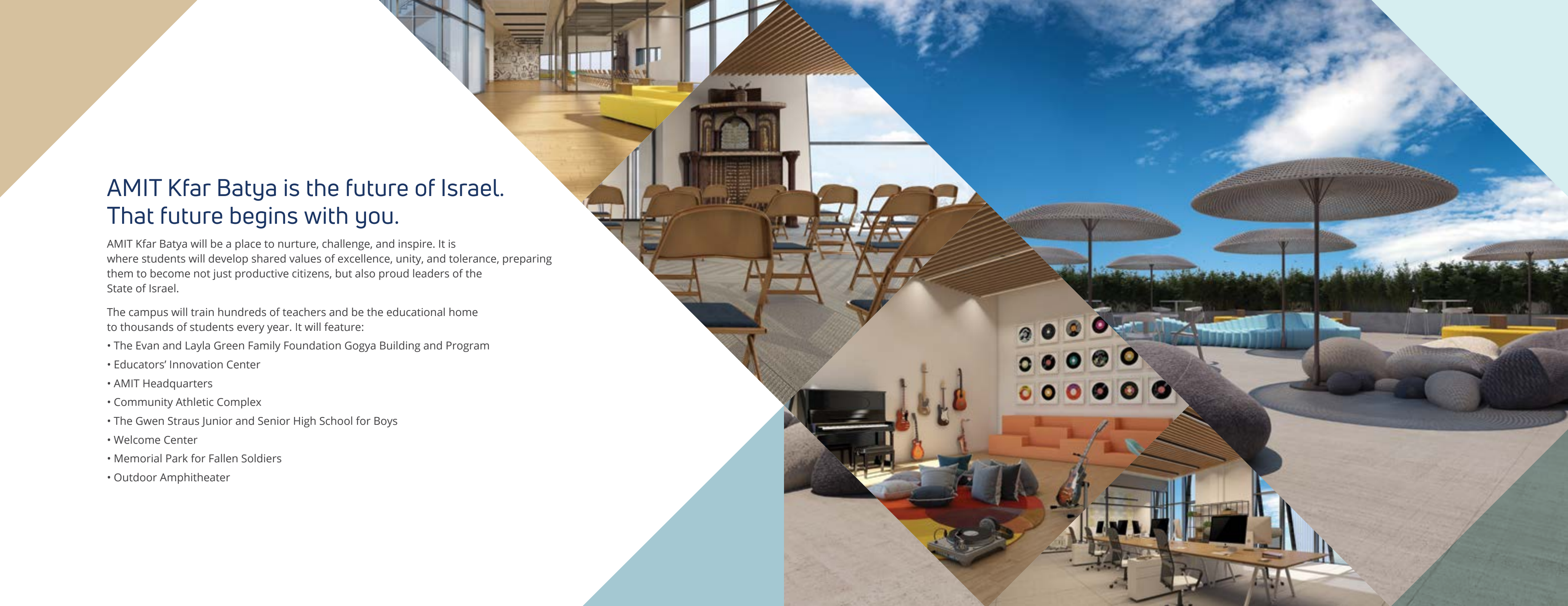
AMIT's first Gogya Center in Ra'anana was designed around natural light, bright color, flexibility, modular furniture, and open spaces to allow for exploration and out-of-the-box thinking. Based on the center's stunning success and with careful evaluation of measured outcomes, AMIT built Gogya spaces in every AMIT school across the country and led a revolution through Israel's Ministry of Education to fund these hubs for innovation.

\$70 Million Epicenter of Educational Transformation

From islands of innovation within each school, AMIT will create a unique, cutting-edge campus in Ra'anana that embodies the complete Gogya approach. This SmartCampus will serve as an incubator for the development and implementation of ideas, with the singular goal of leveling the playing field for all Israeli children on the social and geographic periphery. The SmartCampus will enable AMIT to address serious societal issues with meaningful results and measurable outcomes. It will be an epicenter of educational innovation—a next-generation facility designed to develop the academic frameworks of the future, all grounded in AMIT's timeless Torah values.

Why Is AMIT the Best Investment?

AMIT's proven track record as the leader in Israeli secondary school education, large network of schools, and innovative culture are unique qualifiers to address Israel's most serious societal challenges. Real questions that cut to the core of our future include the serious gaps in social mobility, severe rifts in Israeli society, navigation of the complicated questions of identity and values formation, and breaking the stubborn glass ceiling for women. This SmartCampus provides much more than a forum for these discussions—it will be the key to practical change. It will be the epicenter of that change, a nexus for education thought leaders and the practical teaching laboratory for thousands of teachers and students across the nation. The educational advancements and new methodologies conceived at AMIT Kfar Batya will be shared with the education community worldwide.



AMIT Kfar Batya is the future of Israel. That future begins with you.

AMIT Kfar Batya will be a place to nurture, challenge, and inspire. It is where students will develop shared values of excellence, unity, and tolerance, preparing them to become not just productive citizens, but also proud leaders of the State of Israel.

The campus will train hundreds of teachers and be the educational home to thousands of students every year. It will feature:

- The Evan and Layla Green Family Foundation Gogya Building and Program
- Educators' Innovation Center
- AMIT Headquarters
- Community Athletic Complex
- The Gwen Straus Junior and Senior High School for Boys
- Welcome Center
- Memorial Park for Fallen Soldiers
- Outdoor Amphitheater

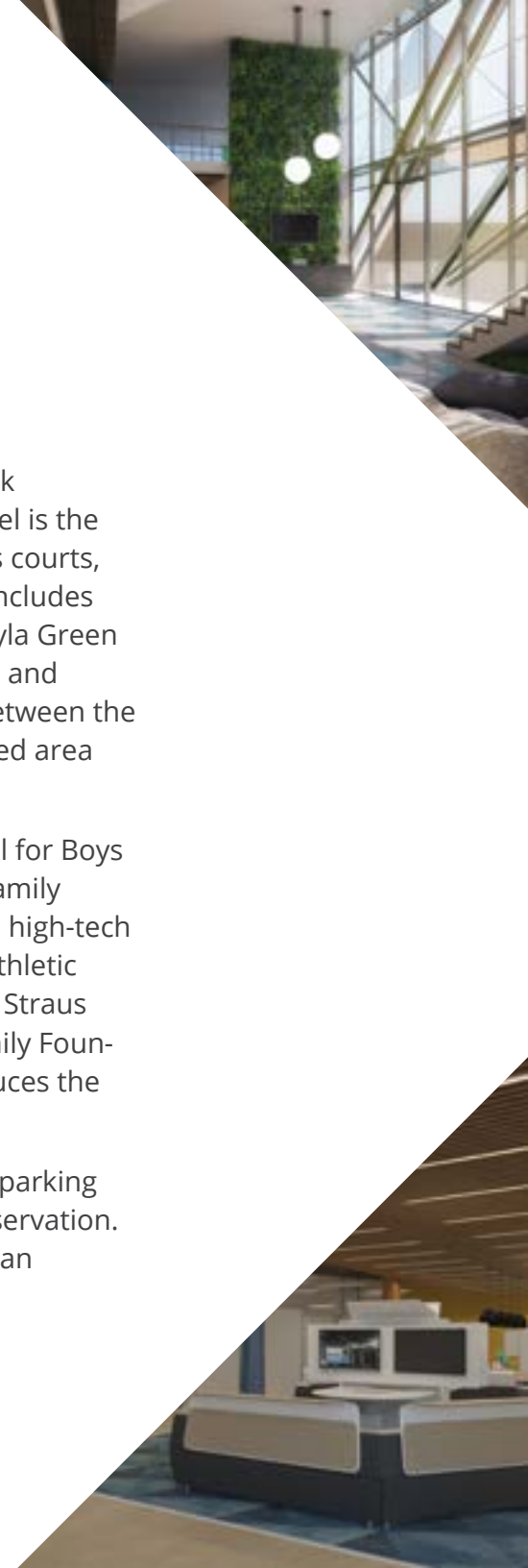


The AMIT Kfar Batya Campus

AMIT Kfar Batya spans nearly 10 acres in Ra'anana, Israel, and borders Park Ra'anana. The campus buildings stand on two different levels. The first level is the Main Gate Entrance with the Community Athletic Complex, outdoor sports courts, and pathway of preserved eucalyptus trees. The second and higher level includes The Gwen Straus Junior and Senior High School for Boys, The Evan and Layla Green Family Foundation Gogya Building, outdoor learning spaces, outdoor gym, and Memorial Park for Fallen Soldiers. The amphitheater resides in the area between the two levels, and all the buildings surround a green heart—a grassy, tree-filled area that overlooks the campus.

From a design perspective, The Gwen Straus Junior and Senior High School for Boys is colorful and bright, with a rhombus theme. The Evan and Layla Green Family Foundation Gogya Building features large geometric shapes—a nod to the high-tech and next-generation thinking that will take place inside. The Community Athletic Complex is made with concrete, wood, steel, and glass facades. The Gwen Straus Junior and Senior High School for Boys and The Evan and Layla Green Family Foundation Gogya Building are constructed with a unique double skin that reduces the temperature inside and saves energy.

The campus received two-star green status for its efficient HVAC systems, parking spots for bicycles, building facades, smart energy system, and energy conservation. Based on Ministry of Education guidelines, this is the highest green status an educational campus in Israel can receive.





The Evan and Layla Green Family Foundation Gogya Building & AMIT Headquarters

The Evan and Layla Green Family Foundation Gogya Building will be the heart of the campus, welcoming local and visiting students as well as top educators. It will also be home to AMIT's new headquarters. The Educators' Innovation Center will be an incubator for the development of ideas to be shared across AMIT's 90 schools and the entire education system in Israel and will serve as a beacon of inspiration to the education community worldwide.

Top Evan and Layla Green Family Foundation Gogya Building naming opportunities:

Educators' Innovation Center

An experiential center for R&D and implementation of cutting-edge educational methodologies.
5,489 square feet

AMIT Headquarters

Located on the first floor, centralizing professional support for AMIT's schools across the country, including finance, HR, educational development, and assessment.
9,260 square feet

Welcome Center

An experiential space that enables global visitors to interact with AMIT methodologies and innovation.
1,290 square feet

Gogya Dining Hall

A gathering place for AMIT HQ staff and visitors.
5,490 square feet

Conference Center

A flexible, multipurpose hall for meetings, presentations, and workshops.
2,580 square feet

Gogya Science Wing

An area to facilitate high-level science studies for AMIT students from across Israel.
2,260 square feet



The Gwen Straus Junior and Senior High School for Boys

The school will educate 1,000 boys each year and will be divided into six wings—one for each grade. Each wing will have a central area surrounded by classrooms with transparent walls.

Top Gwen Straus Junior and Senior High School for Boys naming opportunities:

High School Building

78,850 square feet

Beit Midrash

Multi-floor space for tefillah, lectures, and learning.

5,543 square feet, with 450 seats

High School Ground Floor Lobby & Library

A gathering area for collaborative learning, relaxation, and socialization.

5,380 square feet

Community Athletic Complex

Includes a multipurpose court for basketball and volleyball with scoreboards, locker rooms, and five exercise rooms.

Top Community Athletic Complex naming opportunities:

Community Athletic Complex

18,300 square feet

Community Athletic Complex Auditorium

For sports and large gatherings. Open to the community in the evening.

9,690 square feet, with 500 stadium seats and ability to add seating

Outdoor Spaces

Top Outdoor Spaces naming opportunities:

Quad

A flexible environment where learning and socialization can take place in many different modes and locations.

4,950 square feet

Amphitheater

An open-air venue that will seat 1,000 for student gatherings, graduations, entertainment, and performances.

2,800 square feet

Learning Gardens

Expansive spaces to add to the open feel of the campus.

7,500 square feet

Memorial Park for Fallen Soldiers

An area to commemorate fallen AMIT alumni from the establishment of the State of Israel until today.

2,900 square feet





AMIT Kfar Batya Expert Team

Fielding International: Pedagogical Architect

Fielding International is a leading architecture firm focused on designing learner-centered schools around the world. With an interdisciplinary team of architects and educators, Fielding International partners with school organizations to design learning spaces and experiences that promote student agency, enrich well-being, and cultivate authentic learning communities. With nearly two decades of award-winning projects across 50+ countries, Fielding International is committed to reimagining the future of education alongside the communities they serve.

SO Architecture: Israeli Architect

SO Architecture was established by architects Shachar Lulav and Oded Rosenkiar in 2007. The firm's work combines contemporary design and planning with a social and ecological perspective. SO Architecture has gained international recognition from winning a large number of competitions in Israel and abroad, including the international competition for the design of the Jerusalem Museum of Nature.

Amir Mueller Landscape Architects, Ltd.: Landscape Architect

Amir Mueller is the founder of Amir Mueller Landscape Architects, Ltd., a landscape architecture and environmental design firm specializing in the design of complex sites through the integration of analysis and understanding of ecological processes in planning.

Paz Economics and Engineering: Project Management

Paz Economics and Engineering is a leading real estate consulting company in Israel, with over 30 years of experience in the field of real estate and real estate economics, including appraisals, supervision of financial support, economics, planning, and engineering consulting.

Top Naming Opportunities

\$20M

Kfar Batya Campus

\$10M

High School Building

\$10M

Community Athletic Complex

\$5M

**The Evan and Layla Green Family Foundation
Gogya Building & Program**

RESERVED

\$3M

Educators' Innovation Center

\$3M

AMIT Headquarters

\$2M

Memorial Park for Fallen Soldiers



“It’s not enough to be up to date, you have to be up to tomorrow.”
David Ben-Gurion



212-477-4720
www.kfarbatya.org

