Preserving Our History by

Building Our Future



The Ma'aleh Film School

Preserving our Rich Past

20 Shivtei Yisrael Street, Jerusalem

The home of the Ma'aleh School of Television, Film & the Arts is much more than a building--it is a landmark whose history is woven into the rich tapestry of Jerusalem. Built in the early 1900s, our building is a historically certified structure, a reminder of where we have been and where we have yet to go. For years, we have known that Ma'aleh needs to grow to meet the needs of our students and to move our work forward. When a fire consumed a significant part of our facility in January 2014, it spurred us to action in a new way. **Rebuilding is not enough. We must also grow, preserving our past by building our future**.

Early 1900's — Built in early 1900's and later bought by family of Ruth and Reuma Schwartz, later known as Ruth Dayan and Reuma Weizman (wife of 7th Israeli President)

1909 — Sold to Printers' Union led by Rachel Ben-Zvi (later wife of 2nd President of Israel) Site of 1st organized strike in Israel

1920 — Office of David Ben-Gurion, then leader of General Labor Federation of Israel

photo by Guy Yitzhaki



1953 — Center of Hope establishes community center for Jewish children. Opens synagogue on 1st floor and social hall built on 2nd floor



1970 — Two--story wooden structure added to back building and used as local library

1994 — Ma'aleh Film School moves in

1999 — Jerusalem Municipality purchases the historic building and officially assigns it to Ma'aleh

2014 — Fire destroys Administrative Wing

Using the Power of Film

Ma'aleh harnesses the power and universal language of film to inspire, challenge, and connect.

Academic Excellence

- Academic tracks include filmmaking, screenwriting, videotherapy.
- Screenings and awards for student films in scores of festivals worldwide.
- Graduates engaged in all facets of filmmaking: producing, directing, scriptwriting, editing, television and radio (drama, documentary, news), internet, private sector.

Jewish Identity Programs

- Thousands of visitors to Ma'aleh annually including Birthright and IDF groups.
- Films used to foster discussion and enhance connection with Israel in conferences, synagogues, schools, community centers and on campuses around the world.
- Films are subtitled in English, Russian, French and Spanish to expand access.

Innovative Video Therapy Center

- Therapy groups for marginalized segments of the population (at-risk teens, terror victims, immigrants, etc), use filmmaking for healing and growth.
- Academic course cross-trains therapists and filmmakers in the first-ever program of this kind in the world.

Filmmaking Workshops for English Speakers

- English semester programs and summer courses for foreign students in basic and educational filmmaking build bridges across all sectors of the Jewish World.

Professional Filmmaking Course for Women

- Trains ultra-Orthodox women to produce commercial films for businesses and family celebrations, providing practical skills and employment opportunities.



Jewish Identity Film Experience at Ma'aleh

The Fire

A horrific fire in the middle of the night in January 2014 created both an immediate crisis and an opportunity. With offices, teachers' areas and archives destroyed or damaged, classes were temporarily moved into nearby buildings as classrooms were restored. The school's offices are currently located in a portable trailer in the front courtyard and in other scattered locations near the main building. This allows us to keep functioning, but we must rebuild!







An Opportunity to Grow

After the fire in January, we had a choice: merely rebuild the damaged structure or take the opportunity to grow. The decision was easy. Given the demands of our students and community we have outgrown our current facility. We need to expand!

Through this campaign, we will add 450 square meters (4,800 square feet) to the building.

- Replace and expand administrative wing
- Extend and modernize our library
- Add new and larger classrooms
- Open faculty area
- Build student lounge and computer center
- House on-site Videotherapy Center
- Install elevator and other accommodations to ensure that our facility is fully accessible

This campaign is about much more than a building. It is about Ma'aleh taking the next step in its development as a cultural center in Jerusalem. It is about the continuation of Jewish culture and the exploration of that culture through film.



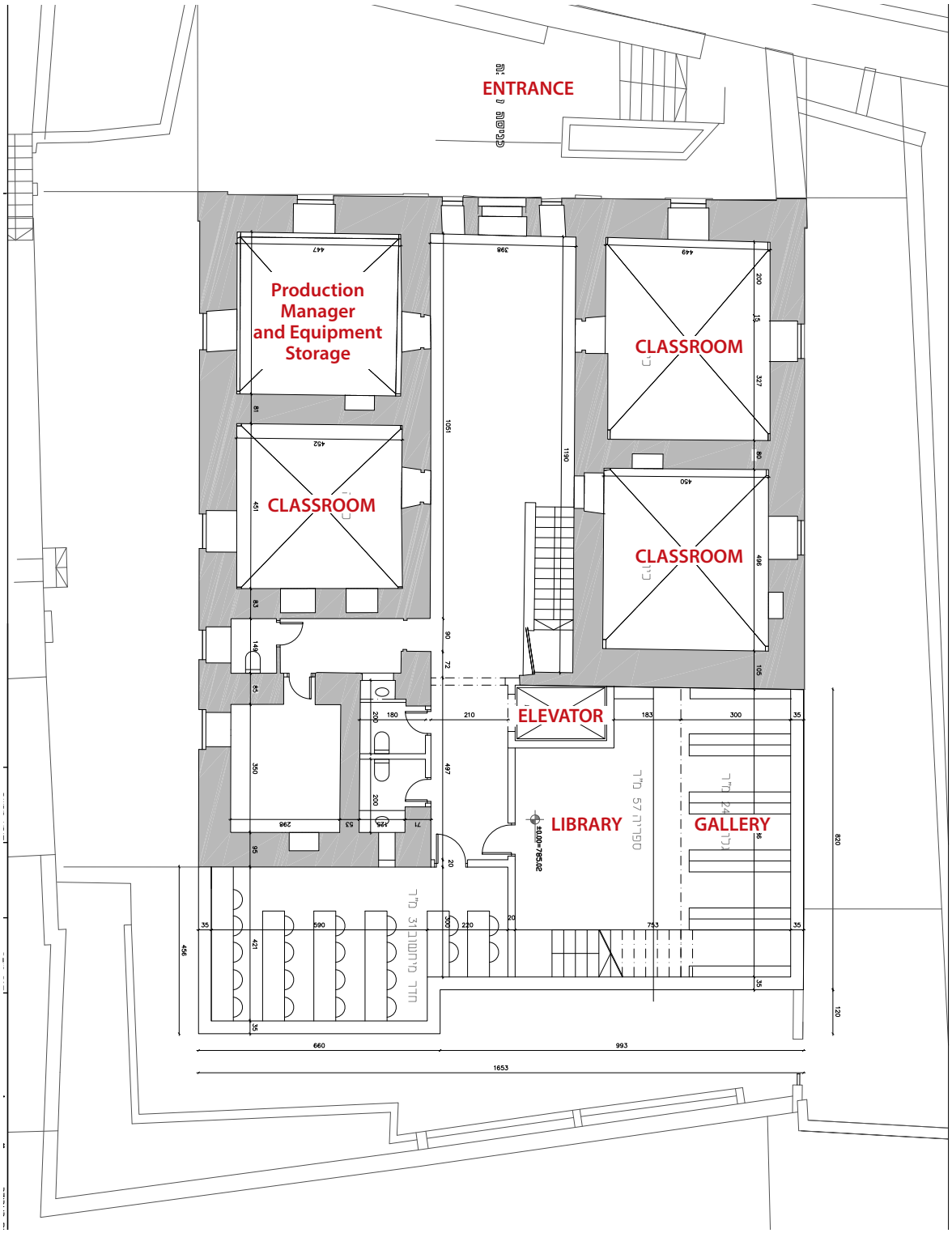
Behind the Scenes of **One Too Many** by Shaiya Bernstein



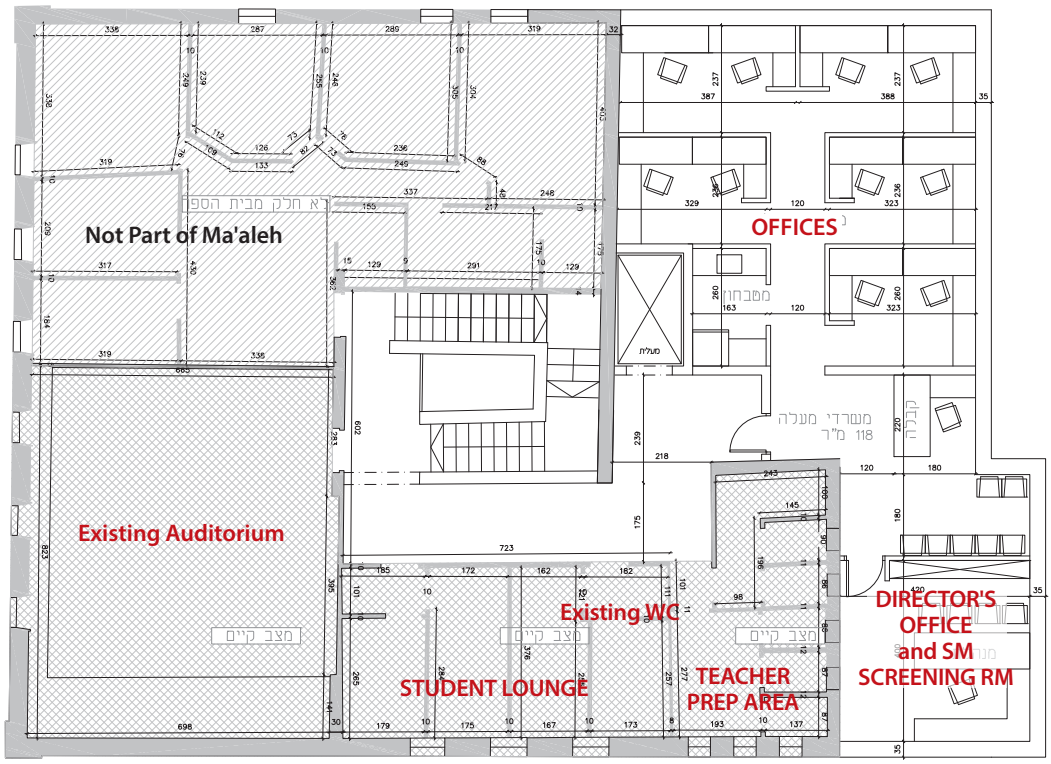
Behind the Scenes student workshop (photo by Amir & Mor)

Ma'aleh Renovation: Architect's Plans

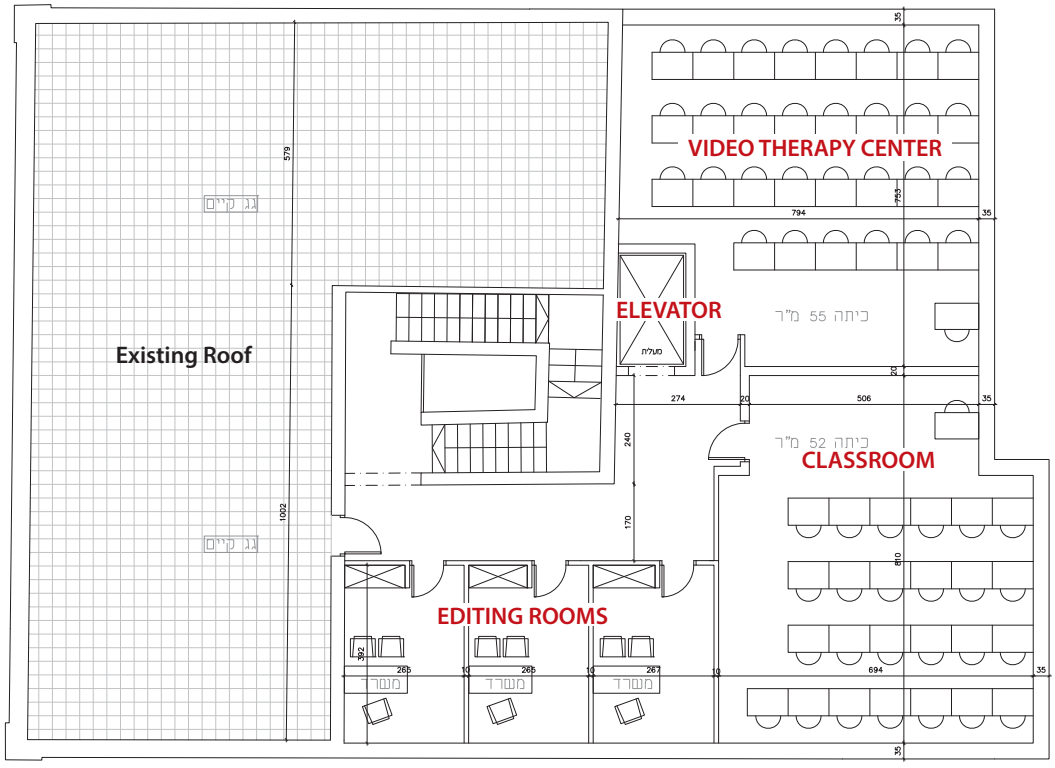
Ground Floor



First Floor



Second Floor





The Building After the Fire



Rendering of Ma'aleh Rebuilt

Proposal for Ma'aleh Expansion

Area to be built as addition to existing structure

Ground Floor 147 sq meters

First Floor 118 sq meters

Second Floor 185 sq meters

Total 450 sq meters (4,800 sq feet)

Projected Budget for Rebuilding and Renovations (in USD)

ANTICIPATED EXPENSES

Preparation (experts as required for permits) and insurance	$268,000
Building and Renovation (including electromechanical system) and basic furnishings	$1,380,000
10% Contingency	$138,000
Taxes (VAT)	$297,000
Permits and licensing, sewer drainage, paving	$87,000
School Operations	$250,000
Campaign Expenses	$80,000
Total Cost	**$2,500,000**

Changing Lives
Students • Stories • Films



Pazit Epstein
32, Rosh Tzurim, married with one child, learned at Ma'aleh 2003-2007

I chose Ma'aleh, thanks to both the level of professionalism and its sense of family. While a student, I got married. In the Orthodox world in which I grew up we were taught marriage is forever and everyone lives "happily ever after."

About a month after my wedding, "divorce" was mentioned. The ground shook beneath me. I didn't know what to do, but I did know not to tell anyone. I had no energy for creativity and decided to leave Ma'aleh. But they fought with me to stay. I stayed. I made "Willingly" a movie about an orthodox couple that gets divorced. Through the process, I stopped being afraid. I even fought to keep my home and possessions. After two years, the film was finished and I was divorced but I was whole, with my faith unscathed. Throughout the process, the Ma'aleh family supported me professionally and emotionally and gave me hope.

I am now happily remarried and a mother.

"Willingly" too has been a great success. It was screened at the Tribeca Festival in New York, the Paris Cinematheque, at Limmud LA, at the San Diego Jewish Film Festival, in Barcelona and elsewhere.



Willingly
drama
22 min
2007

I have brought the film to Jewish high schools, hundreds of Birthright groups, to communities in Israel and abroad. Each time I show the film, audience members talk about how the film touches their personal lives.



Alon Rabinovich
28, immigrated alone from Russia in 2005, served 3 years as a combat soldier, student at Ma'aleh 2011-present.

I came to Ma'aleh to fulfill my dream of becoming a filmmaker. At Ma'aleh I found a home, friends, and a place to work. At the end of my second year, I felt I wasn't good enough as a director so I thought I'd have to be satisfied with filming and perhaps editing. But the staff believed in my abilities, even more than I did. Alone here, I wanted to visit with my family in Russia and film them. I got nothing but encouragement. Ma'aleh even helped me with materials and provided professional guidance as I worked on the film.

My documentary film, "Visiting My Parents," was accepted at the International Students Film Festival in Tel Aviv and a film competition in Jerusalem. The drama that I wrote and directed deals with my personal identity as a Jew, as an immigrant from Russia to Jerusalem, as someone who is searching for his roots and his place in Israeli society.



A Visit to My Parents
documentary
2014

Ma'aleh has given me a profession, but more than that it is the place where I was reborn as an artist and as a person.



Golan Rise

36, Kibbutz Ein Tzorim, married with 4 children, studied at Ma'aleh 2006-2011

I grew up on Kibbutz Ein Tzurim, a religious kibbutz. After the army, I left the kibbutz and religious life, and earned my degree in behavioral science and communication in Tel Aviv. I met my wife, a secular woman from the south. We married and slowly, slowly returned to a traditional lifestyle.

I left the business world and went to India for 3 months. I returned and came to Ma'aleh where I felt at home having experienced a personal and cultural awakening, rediscovering the spiritual world and especially myself.

My documentary graduate film, "The Breakfast Parliament," brought me back to my childhood, to the kibbutz where I grew up. I now live with my wife and children.

My other graduate film, "Barriers," tells a story from my life as an IDF officer. The film won first prize at the Jerusalem Film Festival, at the Munich Festival, and has been screened in dozens of others. Through "Barriers" I share a deep understanding of the impossibly complex experience of young soldiers at IDF checkpoints.



Barriers
drama
22 min
2011

The film, recognized as one of the most objective and complex works about the Israeli-Palestinian conflict, is regularly screened for Birthright, IDF, US Army, Federation groups, journalists and others.

I am now working on some intriguing and exciting projects. Stay tuned...



Racheli Wasserman

29, Jerusalem, graduated from Ma'aleh in 2011

I grew up in a religious home in Givatayim, the daughter of a rabbi, with the expectation that my life would follow a predicted course. I followed that path through high school and 2 years of National Service and then went on a trek to South America. There high up on a mountain thinking about my future it struck me that I wanted to do something creative…. in film, a field I knew nothing about. I grew up in a house without a TV.

It was clear to me that only at Ma'aleh would I feel safe enough to grow personally, to explore and expand my world. I spent five years finding myself at Ma'aleh.

My graduate documentary film, "The Rabbi's Daughter," was created out of my search for personal identity. The film won several important prizes and made waves across the country and around the world. It continues to touch others deeply and stimulate meaningful dialogue about parent-child relationships and the place of the Rabbi in society.



The Rabbi's Daughter
documentary
33 min
2012

"It is the only school in the world for students who want to keep their religious beliefs and express them through the media of film. They are taught to do so by Ma'aleh in a very artistic and meaningful manner."
Oscar Award winning Film Producer **Arthur Cohen**

"I am impressed by the work and values of the school and by the educational achievements which are simply exceptional. The atmosphere, the people the results they get. The more I learn the more I appreciate and admire this Jerusalem school."
Mayor of Jerusalem **Nir Barkat**

"There's something important and specific about making movies in Israel in a Jewish context that have our narrative, that are our way of telling stories, that reflect our way of dealing with the Universe."
Entrepreneur **Jon Medved**

"Every school of the arts must resolve an inner contradiction. When I look at recent films of Ma'aleh graduates, I see that Ma'aleh has found an impressive solution. On the one hand the school maintains its values while at the same time allowing students the freedom to search for their own artistic and professional path."
Filmmaker **Joseph Cedar**

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