



Institute for Curriculum Services

National Resource Center for
Accurate Jewish Content in Schools

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Media Announcement

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Institute for Curriculum Services Named One of North America's Most Innovative Jewish Nonprofits

Fifth Annual "Slingshot" Guide Names 50 Most Innovative Jewish Nonprofits in America

(San Francisco, California) – October 13, 2009 – The Institute for Curriculum Services: National Resource Center for Accurate Jewish Content in Schools (ICS) has been named one of the nation's 50 most innovative Jewish nonprofits in *Slingshot '09-'10*, a resource guide for Jewish innovation. *Slingshot*, now in its fifth year, features organizations, leaders, and programs that have taken an innovative approach to addressing age-old concerns of identity and community in Jewish life today. ICS was selected this year after an extensive evaluation process overseen by several dozen foundation professionals. The organizations listed in *Slingshot* are selected from among hundreds of nominees across the country. Finalists are chosen based on their strength in four areas: innovation, impact, leadership, and organizational efficiency.

The Institute for Curriculum Services is the only entity in the American Jewish community that strategically, comprehensively, and nationally addresses what millions of students in public schools and beyond learn about Jews, Judaism, and Israel, and ensures that school texts are reviewed and inaccuracies and omissions are addressed *before* materials reach American classrooms. Prior to the establishment of ICS, there was no comprehensive approach to what 50 million American students are learning about Jews, Judaism and Israel,

ICS works directly with social studies textbook publishers to improve their textbooks' accuracy. **In less than three years, ICS has obtained over 1,800 corrections to content relating to Jews, Judaism, and Israel in over 160 textbooks** found across the country. ICS also develops curriculum on Jewish and Israel-related topics and offers teacher training at social studies conferences, enabling teachers to identify problems in instructional materials and to present more accurate information to their students.

"For the fifth edition of *Slingshot* we received an incredible group of nominees. The evaluators had their work cut out for them," expressed Will Schneider, the Director of *Slingshot*. He went on to say, "In a difficult economic cycle, we believe that many organizations cannot survive without

placing an emphasis on innovation, and the 50 organizations featured in *Slingshot '09/'10* prove that innovation can be the organizational engine for sustainability.”

ICS Director of Program Development and National Outreach, Aliza Cramer Elias stated, “What sets ICS apart is the fact that we are having a tangible impact on what Jewish and non-Jewish students alike are learning about Jews, Judaism, and Israel in this country. Every member of the ICS team is exceptional and all are passionate about and 100% committed to our mission. Inclusion in *Slingshot '09/'10* is an exceptional validation of the important work ICS is doing.”

Slingshot '09/'10 will be unveiled on October 15 at the second annual *Slingshot Day* launch event in Manhattan. ICS Director of National Outreach and Program Development, Aliza Cramer Elias will attend.

About *Slingshot*

Slingshot was created by a team of young funders as a guidebook to help funders of all ages diversify their giving portfolios with the most innovative and effective organizations and programs in North America. This guide contains information about each organization’s origin, mission, strategy, impact and budget, as well as details about its unique character. Now in its fifth edition, *Slingshot* has proven to be a catalyst for next generation funding and offers a telling snapshot of shifting trends in North America’s Jewish community. The book, published annually, is available in hard copy and as a free download at www.slingshotfund.org.

About ICS

The Institute for Curriculum Services: National Resource Center for Accurate Jewish Content in Schools was launched in 2005 and is a special national project of the Jewish Community Relations Council in the San Francisco Bay Area and the Jewish Council for Public Affairs. Supported by direct grants and donations, ICS is dedicated to promoting accurate instructional materials about Jews, Judaism, and Israel. Its work impacts millions of American students and will ultimately impact more than 50 million children in American public schools and the millions of others in private schools, who learn about Jews, Judaism, and Israel in social studies classes. More information can be found at www.icsresources.org.

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