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# GIVING BACK / By Elizabeth Bernstein

## Anniversary Gift

**ROGER HERTO**G, vice chairman of Alliance Capital Management, has made a **\$5 million pledge to the Birthright Israel Foundation**. The gift is in honor of the 60th birthday of his wife, Susan, and the couple's 40th wedding anniversary. It will be paid over five years.

Birthright Israel sends young Jews from around the world on 10-day trips to Israel. The program was founded in 1999 by former hedge-fund manager Michael Steinhardt and former Seagram co-chairman Charles Bronfman. Since its inception, the group has sent 88,000 Jews between the ages of 18 and 26 to Israel. Mr. Hertog's gift is unrestricted, which means that the money can be used for any purpose by the charity.

Mr. Hertog, 63 years old, is the son of German Jews who fled to the U.S. before the Holocaust. **The couple learned of Birthright Israel from Mr. Steinhardt, who has known Mr. Hertog for more than 30 years.**

(The two men are both financial backers of the New York Sun and the New Republic.) Mr. Hertog is also chairman emeritus of the Manhattan Institute for Policy Research, a right-leaning think tank.

Mr. Hertog says he believes that many young Jews know only the negative aspects of Jewish history, such as the Holocaust. But he was **initially reluctant to give the group money** because he was "dubious that going once [to Israel] would really change their attitude." He asked the group to show him the longitudinal studies it does on the views of its participants toward Israel and Judaism, and found that "the follow-up test data on the young men and women shows it actually had a meaningful impact."



**Birthright Israel participants arrive at Ben Gurion airport in Israel.**

## Write-Offs

**THEY'RE NOT JUST** rocking the market. Seven bands made up of hedge-fund executives will play at tonight's Hedge Fund Roctoberfest. The event at New York's B.B. King Blues Club & Grill will benefit A Leg To Stand On, a nonprofit that provides children in India with prosthetic limbs and surgery to correct club feet. On the lineup is "Wall Street Blues": "I got a Beemer and a Lexus/I never know which one to use/My kids are in therapy/My wife's out buying shoes." For information, log on to [www.altso.org](http://www.altso.org).

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