



18 October 2023

Dear King David Parents

I hope this finds you all well during this uniquely challenging time for Israel.

King David prides itself on the unique breadth and quality of its offerings across the several Grades, schools and campuses. We have a proud legacy of academic excellence and cater to the varied academic needs of all children within our system, including those with barriers to learning. We offer a full sport program and varied cultural opportunities and, above all else, we offer an immersive Jewish education which is both community centric and central to our community. Enrolling your child in King David is an investment in their future professional and communal lives, and we are absolutely committed to maintaining and enhancing all aspects of our schools.

We have continued our focus on innovation and the progression of our Digital Transformation in 2023 and will continue to do so in 2024. We have beautiful 21st century learning spaces and media centres in our schools, have rolled out R6m worth of educational technology and, most importantly, have invested heavily in teacher training. King David Schools have the highest number of Microsoft Accredited educators in South Africa and our teaching staff are all using PurpleZA, a professional development platform which enhances 21st century teaching skills. Our uncompromising approach to the continual improvement of our academic offering is of paramount importance and we are determined to ensure that King David students are prepared for an ever evolving future landscape and that they are equipped for the real world.

2024 will also see further investment in improving our sports programming across our schools (in terms of health, wellbeing, participation and performance) enhanced Jewish programs, and a focus on student and parent emotional health, and continued campus improvements across the schools.

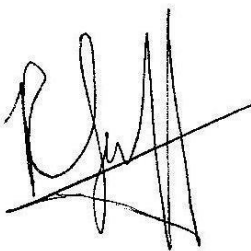
We will continue to operate generators on our campuses in order to ensure uninterrupted learning. We have endeavoured to limit the ongoing fuel levy despite fuel price increases and research has been undertaken with the assistance of expert consultants around solar and energy storage solutions. We remain cautious around investing unnecessarily in very costly long-term solutions but will continue, however, to explore all options as the situation evolves.

We also recognise that the South Africa macro environment, and our school community, continue to face significant uncertainty and challenges. Rising municipal rates, fuel costs, loadshedding and emigration create a challenging environment in which to operate our schools at the high standards that have come to be expected. Part of the process of setting school fees includes a thorough financial analysis of all of these factors as well as detailed comparative analyses of other private school fees to ensure we are on par with those schools. King David Schools also carry the additional costs associated with our unique Jewish Life offering and additional security needs, which have proven to be so valuable and a powerful differentiator to our community in the context of the current crisis in Israel.

Uppermost in our minds are the financial headwinds facing many of the parents in our system and our challenge is to strike a careful balance between not overburdening our parents while, at the same time, never compromising on excellence. We also continue to explore all avenues to extract efficiencies in our system in order to limit the magnitude of school increases and, after careful consideration, the SABJE has decided to implement a school fee increase of 7.9% for the 2024 academic which we believe will enable the continued investment in academic excellence, facilities and all aspects of our Schools.

We thank you, our parent body, for your ongoing partnership and support in achieving our collective goal of creating an environment that will bring out the best in your children and inspire them to live lives of purpose.

Sincerely



RABBI RICKY SEEFF
General Director