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SUSTAINING THE

とうカママから MENACHEM EDUCATION **FOUNDATION**

Annual Report **5783/2023**

Meet Our Team

MEF Staff

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Executive Director

Mrs. Chanah Rose,

Educational Director

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Administrator

Mrs. Bayla Rutman,

Communications Director

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Fundraising Specialist
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Mrs. Sarah Pinson,
Copywriter
Dr. Sara Rosenfeld,
PD & Curriculum, Zekelman Standards

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Director of Teacher Shlichus Program
Mrs. Rena Udkoff,
Communications Specialist

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Rabbi Nosson Gurary Rabbi Chaim Dovid Kagan Rabbi YItzchok Wolf

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Mr. Mark Moscowitz
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Rabbi Yosef Raskin
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Rabbi Zelig Silber
Mrs. Shana Teichtel
Rabbi Dr. Elie Tuchman
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Mrs. Devorah Leah Hirsch
Mr. Mendel Pinson
Rabbi Menachem Schmidt
Rabbi Noach Weinstein
Mr. Alan Zekelman

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From the Executive Director _

Dear Friend.

In this time of tremendous upheaval that our world faces, between the rampant antisemitism and war in Eretz Yisroel, we all wonder what we could do to bring about the ultimate peace and harmony that we strive for. The Rebbe's teachings give us the clarity we seek: when Am Yisroel faces Tzaros, we need to gather the children. The Torah learning and words of Tefila that flow from their lips have tremendous power to bring lasting and positive change, and remove the difficulties we face.

Our history proves this to be true, for when Haman announced his evil decree, Mordechai Hatzadik gathered 22,000 children to proclaim words of Torah and Tefilah. This gathering was one of the pivotal events that led to the salvation of the Yidden in those times.

My grandfather, Rabbi Mordechai Eliyahu Shneur OBM, a Melamed in Lod, Eretz Yisroel, delved deeper into the relevance of this story. He asked, "How is it possible that Mordechai, one person, was able to gather 22,000 children?"

In response to his own question, he pointed out that Mordechai was able to gather the students with the help of all the teachers. Each Melamed joined in Mordechai's endeavor and brought their students together for words of heartfelt prayer.

Today, as our enemies take a stance against us, we must acknowledge that it is the work of the teachers who are bringing us towards our ultimate goal of Geulah. It is no coincidence that the Midrash relates that when Moshiach comes, the teachers will sit on Moshiach's right side. The dedicated educators who show up day in and day out to inspire their students to joyfully sing the words of Davening, to learn Torah with Chayus, and to have Ahavas Yisroel are the ones spearheading the effort to bring salvation to Am Yisroel.

At the Menachem Education Foundation, our work is centered around supporting these teachers so that they can continue to successfully strengthen the Torah education of our children. We provide coaching, conventions, and curricula to enable high-quality Chinuch. We work to ensure that every Jewish child receives a Torah-true education, through the Our Heritage program, and we help Chabad schools fill their classrooms with trained teachers, through our Kadima L'Chinuch Teacher Training Program.

Each endeavor of the Menachem Education Foundation is with the goal of providing a high quality and lasting Chinuch to the 22,000+ students in the 417 schools in our reach. These students, just like in the times of Mordechai Hatzadik, are going to be the ones leading us to the ultimate Geulah, and it all depends on the Chincuh that they receive.

I would like to take this opportunity to thank the MEF staff for their unwavering commitment to Chinuch, and to Mrs. Sarah Pinson for coordinating the Annual Report 5784. I would like to thank my dear friends, Mr. Alan and Mrs. Lorie Zekelman for their steadfast support of the Menachem Education Foundation, and for being pillars of the Torah education of our children. I would also like to thank the Gelman family, and all of the other supporters of our work.

May the Zechus of the Torah learning in our communities bring abundant revealed goodness to them and their families, and may we be Zoche to welcome Moshiach speedily, with peace and harmony in our world.



About MEF

The Menachem Education Foundation works to ensure that our children receive the best possible Chinuch, by creating infrastructure for Chabad educators to provide a high quality education to their students.

Excellence in Chinuch does not happen in a vacuum.

There are 7 areas of input that a healthy Chinuch system needs,
which MEF proudly and consistently provides:

- Access to Funding
- Inspiration for Chabad Chinuch Values
- **Community and Collaboration Between Educators**
- Leadership Capacity Building
- Top-notch Curricular Resources
- Programs Focused on Upleveling Educators
- Teacher Training and Recruitment

MEF In Numbers

MEF impacts the Chinuch of 27,016 children in 417 schools in 198 cities around the world.

monthly Zoom **farbrengens** keep educators inspired.

109
professional development
course topics provided by MEF.

508
students learned social-emotional skills through "Project Tomim" curriculum.

HOW ARE YOU FEELING?

2,697
educators worldwide attended MEF programs.



educators attended the 8th Annual **Kinus Mechanchos** Chabad.

708
teachers & principals trained.

63

Chinuch insights

published in new book, **Chinuch with the Times.**

educators placed in **teaching**and **leadership** positions.

teachers and principals recently benefited from 1-1 coaching

28

customized professional development **workshops** given in schools.



teachers certified in
Youth Mental Health First Aid.

850

users on zekelmanstandards.org access Chumash standards and resources.

10,000 students using the Zekelman Standards for Chumash.

556

public school students
enrolled in Chabad day schools.

Accomplishments



206

new students from public schools enrolled across 14 Chabad day schools through the Our Heritage program in 5783-84.

\$500K

in grants awarded to Chabad day schools to enroll new students in 5783-84.



1069

for Chabad Chinuch through MEF's Charidy campaign in Winter 5783.



INSPIRATION FOR CHABAD CHINUCH VALUES

Published

Chinuch with the Times

in Summer 5783.

"The Chinuch Vitamin,"

sharing weekly inspiration and resources for educators.



COMMUNITY & COLLABORATION

12

Hakhel gatherings and farbrengens for educators took place in 5783.

600

Mechanchos from 142 schools in 128 cities, across 5 continents, attended the 8th Annual Kinus Mechanchos Chabad in Summer 5783.

15

Chabad Day School Leaders gathered for a 10-week school marketing course in Spring 5783.

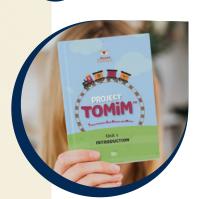


67

principals joined MEF's annual women's Chabad School Leadership Retreat in Winter 5783.



CURRICULUM & RESOURCES



15

Mechanchim gathered to train in MEF's Project Tomim socia-emotional learning, in Los Angeles, Winter 5783.

3

new schools trained extensively in Zekelman Standards for Chumash.

480

students piloted "Project Tomim," MEF's social-emotional learning.

850



UPLEVELING EDUCATORS

24

schools from around the world received professional development, coaching and curriculum empowerment through MEF's Chinuch Consulting Department.

20

principals built their leadership capacity through 1-1 leadership coaching sessions.



TRAINING & RECRUITMENT

25

Mechanchos joined the "Back to School Teacher Training Crash Course." 20

Mechanchim certified through the new "Kadima L'Chinuch" teacher training program in Spring-Summer 5783.

45

educators certified in Youth Mental Health First Aid in Spring 5783.



ACCESS TO FUNDING

- Raise **\$1,500,000** for Chabad Chinuch in Annual Charidy campaign.
- Award **over \$500,000** in matching grants to Chabad day schools in the 5784-85 school years to enroll new students.



INSPIRATION FOR CHABAD CHINUCH VALUES

- Publish Chinuch with the Times—Parsha Edition.
- Launch a Chabad Chinuch **podcast** that offers classes, workshops and inspiration for educators with easy access.



COMMUNITY & COLLABORATION

- Host 700 educators at the **9th Annual Kinus Mechanchos Chabad** in Summer 5784.
- Gather 100+ Mechanchim and Mechanchos from around the world at monthly **Chinuch farbrengens** throughout the 5784 school year.

CAPACITY BUILDING

Host 100 principals at the Chabad School Leadership Retreats.Invest in new and aspiring principals to build a pool of trained

and dedicated leaders for Chabad schools.

CURRICULUM & RESOURCES

| After a successful pilot, complete Year 1 of Project Tomim Social-Emotional Learning Curriculum, and launch it to all Chabad schools. |
|--|
| Create a collaborative curriculum database for Chabad teachers and principals. |
| Launch zekelmanstandards.org 3.0 with improved usability and new features. |

| - IID | JPLEVELING EDUCATORS | |
|-------|---|--|
| UF | LEVELING EDUCATORS | |
| | | |
| | Individually coach 20 teachers and principals through MEF's Chinuch Consulting Department. | |
| | Deliver 12+ tailored workshops in schools throughout the 5784 school year. | |



TRAINING & RECRUITMENT

Build a pipeline of **50+ trained new teachers** for Chabad schools, through the Kadima L'Chinuch program, and the new Teacher Shlichus Program for women.

OUR **ݤİERITAGE**

Founded in Summer 2020/5780

With many schools closed or going virtual due to COVID, we at MEF saw the opportunity to provide a Jewish education to children who would otherwise attend public school. With the encouragement of Reb Shneur Zalman Hirsch a"h, **Our Heritage** was born.

Our Heritage provides \$25,000 in matching grants

to Chabad day schools who enroll 10 or more students coming from public schools.

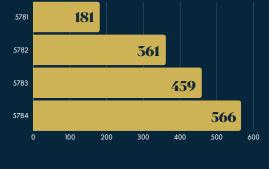
Since its founding, Our Heritage has awarded

\$1,200,000 in matching grants to Chabad Day Schools

566 students 77

worldwide received a Jewish education thanks to **Our Heritage**

Participating schools noted a 79% retention rate
Total number of students participating:



"What I appreciate about Jewish day school is that everyone is nicer, I'm surrounded by my people, have lots of Jewish friends, and in a more pleasant environment. I'm learning about my culture, my religion, learning new stories and so much more. It has changed me, my life and my future.

-Asher Mullokandov, Chabad STREAM School, Bayside, NY,

Schools receiving grants each year:





My son, Joe, in fourth grade, woke me up at six o'clock in the morning and frantically asked, 'Mom, have you seen my Tzitzis? We're going to the Liberty Science Center today and I want to wear my Yiddishkeit proudly, for all to see!' -Joe's Mom, Tenafly Chabad Academy

ሽሽሽሽሽሽሽሽ 85% of students

do not come from Shabbat observant homes.

Immeasurable Impact

The all-immersive Torah education has allowed these children to explore their Jewish heritage, build a strong Jewish identity and express their yiddishkeit proudly, inspiring change in their families as well, **transforming the future of the Jewish people.**

ACCESS to FUNDING

Our Heritage Founders Dinner

The Our Heritage program holds fundraising events to bring together the program's supporters to raise funds that will make Chabad day school education affordable for Jewish public school children. In Sivan 5783, supporters gathered at Wolf & Lamb in Manhattan to launch the fourth year of the program, and to hear from students who receive a Jewish education with the help of Our Heritage.

A recent event in Cheshvan 5784, featured a thought-provoking discussion on business, philanthropy and leadership, by the program's pillar sponsor, Mr. Alan Zekelman, together with Mr. Mark Gerson. Attending donors enjoyed a gourmet catered dinner and listened to a first-hand account of the impact of the Our Heritage program by a child who is receiving a Jewish education with the help of the program.



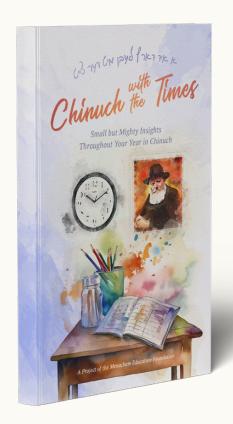




Annual Charidy Campaign

The annual Charidy campaign raises funds for these programs that enable our children to receive the high-quality Chinuch they deserve. The annual Charidy campaign in 5783, which highlighted that "Success in Chinuch Starts with MEF," raised over \$1,000,000 for Chabad Chinuch, which made a year of impactful educational programs possible. The upcoming Charidy campaign that will take place in Kislev 5784, hopes to raise \$1,500,000 to continue building our children's Chinuch.

Inspiration for CHABAD CHINUCH VALUES



Chinuch with the Times

Chinuch with the Times, a compilation of bitesized Chinuch insights for every special day on the Jewish calendar was published in Av 5783, in honor of 8th Annual Kinus Mechanchos Chabad. It includes insights from our Rabbeim, reflections on Chinuch, tips for teaching and food for thought. The collection inspires educators in their vital role, instilling a love for Torah and Yiddishkeit in their students. "This is a treasure trove of insights and Chassidishe Hanachos on Chinuch in easy to read tidbits that follow the calendar year. Every Chassidishe educator has much to gain from the practical tips and questions posed at the end of each entry."

-Mrs. Dena Gorkin, Principal, Bnos Chomesh Academy



Weekly Chinuch Vitamin

Teachers and principals who are part of MEF's community receive a specially-curated weekly email filled with Chinuch insights based on the Parsha or upcoming Yom Tov, Chinuch news, event reminders and accessible resources. This keeps them in the loop about what is new in Chabad Chinuch, and empowered with Chinuch insights to keep them going from week to week. Educators share how much these small doses of inspiration in their inboxes help renew their excitement for their important Shlichus.

COMMUNITY & COLLABORATION

Monthly Chinuch Farbrengens

Educators look forward to gathering at virtual farbrengens every month to hear from renowned Mechanchim and Mechanchos on Chinuch topics relevant to the time of the year, and to gain insight on the Rebbe's perspectives on Chinuch. Both the farbrengens for Mechanchim and for Mechanchos are specially curated to bring educators together for camaraderie, learning, inspiration and support.

"The farbrengen in honor of Eretz Yisroel brought together Mechanchim and gave me Chizuk. It was inspiring, and it gave a focus on what our role is. It was a breath of fresh air."

-Rabbi Noach Kosofsky, Principal of Lubavitcher Yeshiva Academy, Longmeadow, MA



"I always look forward to the farbrengens. The topics are so pertinent, and I feel like we Mechanchos understand each other and support each other. Thank you for the meaningful messages and practical ideas."

-Mrs. Chani Posner,

Principal of New England Hebrew Academy

Our Heritage School Marketing Course

As part of the effort to increase enrollment at Chabad day schools, MEF's Our Heritage program brought together 15 Chabad day school leaders for a ten-week intensive school marketing course led by Gary Wexler, Marketer for Nonprofits. Wexler introduced innovative ways to level-up communication and marketing strategies to encourage parents of Jewish public school children to enroll their children in Chabad day schools. The school leaders collaborated on marketing plans that they could implement to drive enrollment for the upcoming school year. Participants shared how much they enjoyed working together on creating school marketing plans to realize the Rebbe's vision of providing a Jewish education to every Jewish child.

לנוס דיברובייד KINUS KINUS MECHANCHOS CHABAD

MEF's annual International Chabad Chinuch Convention and Retreat gathers Chabad women educators for two days of networking and empowerment every summer. It provides the opportunity to learn from world renowned educators, gain Chinuch tools and inspiration, and feel appreciated and rejuvenated before the coming school year.

We came back refreshed, rejuvenated and, most importantly, feeling special and appreciated for what we do as teachers. It's a boost truly needed!

-Sari Halon, Teacher, Bais Rivkah, NY

There were so many excellent workshops to choose from, I wanted to be in more than one place at a time.

-Chana Nemes, Teacher, Slater Torah Academy, Metarie, LA

The new ideas shared were so refreshing and invigorating.

-Rivka Albukerk, Teacher, Chabad Preschool of the Upper East Side, NY

Thank you for creating the platform for us to grow, improve, learn, appreciate and be inspired in our important role.

-Chanie Wolf, Principal, Bnos Menachem, NY

The Kinus gives me greater enthusiasm to teach next year and practical tips to enhance my classroom.

-Chaya Cohen, Teacher, Cheder of the Poconos, PA The Kinus nourished my mind, body and soul.

-Rochie Sandhaus, Principal, Beis Chaya Mushka, NY

Thank you for the beautiful Kinus! It was uplifting, inspiring, and informative.

-Chaya Rochel Zaetz, Teacher, Bais Rebbe, CA

It's a lonely experience being in a leadership role at a school... The yearly Kinus reminds me of the importance and value of our work. It provides guidance in best practices and helps me learn new ways to lead and navigate our school.

-Mushky Tuvel, Principal, Magen Israel, NY



Capacity Building

Chabad School Leadership Retreats

MEF builds a cycle of success in the Chabad Chinuch system through empowering principals and administrators at the annual School Leadership Retreats. Held separately for men and women principals, the retreats bring together school leaders from around the world for two days of networking, workshops, mentorship and collaboration geared towards strategic planning in education, leadership capacity and practical tools for meeting the needs of every student.

"One conference, thousands of students affected."

-Mrs. Shana Teichtel, Principal Emeritus of Bais Rivkah High School, Brooklyn, NY

Curriculum & Resources

Zekelman Standards

The Zekelman Standards for Judaic Studies set the communal learning guidelines for Chumash classes in elementary schools. Created by leading Chinuch professionals, the innovative Standards ensure student success, by providing teachers with hands-on learning materials, lesson plans and support for curriculum implementation. The Zekelman Standards ultimately enables every student to be an independent and lifelong Torah learner. The program continues to grow and will feature an upgraded website and enhanced curriculum for the coming school year.

"I have never seen anything like it. These standards break down Chumash study into actual textual study skills with proper scope and sequence for development."

-Mrs. Chany Okunov, Head of School, Mazel Day School, Brooklyn, NY

Project Tomim

"Project Tomim," MEF's all-new social-emotional learning curriculum, is rooted in Torah and Chassidus with research-based tools and best practices. It is intended to give elementary school students the tools to develop healthy social-emotional attitudes and behaviors. The dynamic lesson plans include activities, multimedia and manipulatives, as well as teacher support and a community of practice. After a successful two year pilot, the curriculum is slated to be launched widely for the upcoming school year. The goal is to raise a generation of students who have a healthier sense of self and social-emotional skill set, and who are empowered to make positive choices both in and out of the classroom.

"Social-emotional learning is such a vital part of what a Talmid needs to find success in life, learning and his own connection to Hashem."

-Rabbi Yosef Zaidman, fourth grade teacher, Cheder Chabad of Morristown, NJ

Affordable Chinuch Consulting

When schools invest in their staff, students are the ones who benefit. With the help of the Menachem Education Foundation's Consultancy Program, 24 schools so far this year have provided their staff with targeted workshops as well as participated in the individualized and subsidized mentorship program for teachers and principals.

One such example is Bais Menachem Yeshiva Day School in San Francisco. The school held a webinar for their teachers given by MEF Chinuch Consultant, Mrs. Nami Friedman on the balance between "Rules and Relationships" in the classroom.

"Nami Friedman was excellent! Her message was inspiring, empowering, and articulate. The handouts provided allowed us all to engage with her message in a reflective manner."

-Rabbi Gedalia Potash, Principal, Bais Menachem Yeshiva Day School, San Francisco, CA

Upleveling Educators



"Mark's ability to ask the right questions and coach you forward has been of great assistance to me in many areas."

-Rabbi Shneur Wilhelm, Principal, Lubavitch Hebrew Academy, Margate, Florida

OUR CONSULTANTS



Bartfield



Chuzin

















Wasser



Rosenfeld





Schapiro

Rabbi Zelig Silber

Teichtel

Elie Tuchman

TEACHER TRAINING & RECRUITMENT



In today's day and age a Chassidishe Chinuch is more critical than ever, and we must go in the direction of training Melamdim to this end.

RABBI MENDEL BLAU, DEAN OF OHOLEI TORAH, BROOKLYN, NY KADIMA L'CHINUCH HOST SCHOOL IN 5783



Kadima L'Chinuch

The Kadima L'Chinuch program, directed by Rabbi Levke Kaplan, is an intensive teacher training program for aspiring Mechanchim. It offers over 100 hours of hands-on classroom experience, personalized mentorship with renowned Mechanchim, over 30 educational courses, a generous stipend, and helps participants find teaching positions upon completion of the program.

20 talented new teachers graduated from the program in Summer 5783.





"The course was given in a very enjoyable, engaging and practical way, and will IY"H translate into the classroom for all of us."

-Rabbi Dovid Kastel, Kadima L'Chinuch Graduate

"This program is the right path for placing Rebbi-ready Yungeliet in the classroom."

> -Rabbi Yosef Simpson, United Lubavitcher Yeshiva, Brooklyn, NY Kadima L'Chinuch Host School in 5783

Teacher Training Crash Course

The "Back to School Teacher Training Crash Course" this summer provided tried and true techniques on classroom procedures, student rapport and lesson planning to dozens of educators. Led by Rabbi Zelig Silber, renowned educator and teacher trainer, the course focused on practical implementation to enable both new and experienced educators to have a successful school year.

"The course offered a great smorgasbord of ideas!"

-Mrs. Rivky Vogel, 3rd Grade Teacher, Bais Chaya Mushka, Brooklyn, NY

Youth Mental Health First Aid Training

MEF facilitates the Youth Mental Health First Aid course for Mechanchim and Mechanchos of students ages 12-18, which equips educators with the tools to respond in case of a mental health crisis, r"l.

Organized in collaboration with Amudim, Mrs. Gitty Francis, LMSW, leads the training for Mechanchos and Rabbi Chaim Lazaroff leads the training for Mechanchim. This course is part of MEF's ongoing and multi-pronged strategy to equip educators, who are first responders for students in crisis. Each graduate of the course receives internationally accredited certification, along with MEF's Crisis Protocol for Chabad Schools, a resource carefully curated to ensure that none of our students in crisis fall through the cracks.

Coming Soon!

Teacher Shlichus Program

Launching in Winter 5784

In the Teacher Shlichus Program, directed by Mrs. Shana Teichtel, Principal Emeritus of Bais Rivkah High School in Brooklyn, NY, post-seminary women will experience a year of student teaching at the program's participating Chabad schools. Throughout the year, participants will receive online teacher training classes from MEF, as well as on-site mentorship and supervision from their host schools.

The goal is to create an influx of bright, young teachers to benefit the Chabad community at large, and to build a passion for the Shlichus of teaching in today's young women, providing them with the skills and ability to educate today's students.

"I learned to notice signs and symptoms, listen non judgmentally and not to be the savior — but to be the conduit to get help for the student in crisis."

> -Anonymous Mental Health First Aid Responder since completing the course

"This course was wonderful and very informative, and should be required for all teachers."

-Rabbi Levi Kramer, Ohr Elchanan Mesivta, Los Angeles, CA, Mental Health First Aid Responder since completing the course

MENACHEM EDUCATION FOUNDATION

Excellence in Lubavitch Chinuch*
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